

A. D. Jones, for Commission—Cross

Hearing Examiner Hier: Wait a minute, you can't do that, yet. You have to finish cross examining him. You can use these for cross examination because they have been identified.

Cross Examination by Mr. Barton:

Q. I show you Respondent's Exhibits 180-A through K through Respondent's Exhibits 228-A through D for identification and ask you whether these are the survey forms from which you prepared the partial summary which has been identified as Commission's Exhibits 72 and 73.

A. They are.

Mr. Barton: Your Honor, I offer in evidence Respondent's Exhibits 180-A through 228-D.

Hearing Examiner Hier: I want to ask a question. How did he use those in the preparation of that material if they were not already in the record? I understood that he used Respondent's Exhibits 145 and 146 and 152.

Mr. Barton: We did not place these in the records (1111) originally, but Mr. Mayer asked that they be sent to him which was the arrangement under which 145 and 146 were admitted in the record.

Mr. Mayer: Basic material of their Exhibits was submitted to me and I instructed the man to make these tabulations from the basic material.

Hearing Examiner Hier: I take it if this is the material from which this tabulation is made, you can't possibly have any objection.

Mr. Mayer: That's right.

Hearing Examiner Hier: Very well.

180-A through 228-D are admitted in evidence.

A. D. Jones, for Commission—Cross

(The documents heretofore marked Respondent's Exhibits 180 through 228-D for identification were received in evidence.)

Mr. Barton: That is all I have for this witness.

Mr. Mayer: That is all we have.

Hearing Examiner Hier: All right, Mr. Jones, you are excused. Thank you.

(Witness excused.)

Hearing Examiner Hier: What is next?

Mr. Barton: The only other thing is the offering in evidence, Your Honor, of some statistics which bring up to date some of those which went into evidence earlier, and it is only a very few, and I have shown them to Mr. Mayer.

(1112) First, I would like to have marked —

Hearing Examiner Hier: 229.

Mr. Barton: Can we go off the record?

Hearing Examiner Hier: Yes. Off the record.

(Discussion off the record.)

Hearing Examiner Hier: On the record.

Respondent's Exhibit 229 for identification is the recap of Anheuser Busch beer sales 1941 to 1955.

Mr. Mayer: 229?

Hearing Examiner Hier: That is right.

230-A through D is a four-page report of sales of leading breweries from repeal through 1955.

231-A and B is a list of sales by months, 1953, 1954, 1955, and 1956, of Anheuser Busch, Falstaff, Griesedieck Bros., Griesedieck Western, Columbia, Hyde Park and whatever is included in "all others", together with totals in St. Louis and St. Louis County.

Colloquy

232 is St. Louis and St. Louis County package beer versus Company total, 1944 through 1954.

Mr. Barton: Let's change the heading because it actually is 1955.

Hearing Examiner Hier: All right.

What do you mean by "company total" in this thing? Do you mean Anheuser Busch?

Mr. Barton: No. Falstaff, Griesedieck Bros., and (1113) Griesedieck Western.

233 is Falstaff Annual Report for 1955.

Hearing Examiner Hier: 233 is the Annual Report of the Falstaff Brewing Corporation for 1955.

234 is a graph of package beer sales in St. Louis, city and county, for the four breweries, Anheuser Busch, Griesedieck Bros., Falstaff and Griesedieck Western.

Mr. Barton: Your Honor, I might state that Respondent's Exhibit 234 brings up to date Respondent's Exhibit 117 which is in the record.

Respondent's Exhibit 233 the Falstaff Annual Report takes in the whole year 1955, whereas Respondent's Exhibits 36 and 37 covered the first two quarters of 1955.

Exhibit 232 brings up to date Respondent's Exhibit 21.

Respondent's Exhibit 230-A and B brings up to date Respondent's Exhibit 18.

Respondent's Exhibit 230-A through D brings up to date Respondent's Exhibit 5.

And Respondent's Exhibit 229 brings up to date Respondent's Exhibit 2.

I offer in evidence Respondent's Exhibits 229 through 234.

Mr. Mayer: I have no objection, Mr. Examiner, on the relevancy of these documents. I have had no oppor-

Colloquy

tunity (1114) to check them, but if you will bear with me just a moment, I see a discrepancy here when they had the keeper of the books of Griesedieck Bros. Brewery on the witness stand, in which his records for 1954, for instance, show a total company barrels of 656,000 barrels but Budweiser, as it prepared this Exhibit, used the figure 643,000 barrels.

Mr. Barton: That is a very small difference and I — I will concede for the record that any variation between the Exhibits so far as Griesedieck Bros. are concerned, where there is in evidence figures prepared and submitted by Griesedieck Bros. Company, their figures are the accurate figures and I think that in this case it is a matter of 10,000 barrels which might be a year end —

Mr. Mayer: I have no further objection, Mr. Examiner.

Hearing Examiner Hier: All right.

229 through 234 will be admitted in evidence.

(The documents heretofore marked Respondent's Exhibits 229 through 234 for identification were received in evidence.)

Hearing Examiner Hier: Do you have any more proof?

Mr. Mayer: No, sir.

Hearing Examiner Hier: Do you?

Mr. Barton: No, Your Honor.

Hearing Examiner Hier: This case is finally closed.

Mr. Barton: Very expeditiously, I think.

(1115) Hearing Examiner Hier: I would not say that.

How much time do you gentlemen want for proposed findings?

Colloquy

Mr. Barton: Well, if I understand the procedure, am I correct that the Commission counsel will file his findings and then we will —

Hearing Examiner Hier: That isn't the usual procedure, but that is the procedure I will follow. So I will ask you, Mr. Mayer, in this case — in most cases I don't but in a case of this type, yes, how much time do you want for proposed findings and a brief, Mr. Mayer? I want both, separately.

Mr. Mayer: Well, sir, as you know, there is a mountain of statistical evidence here. But I should assume I could get both the findings and the brief in a period of six or eight weeks.

Hearing Examiner Hier: July 1?

Mr. Mayer: I would appreciate the other two weeks.

(1116) Hearing Examiner Hier: This case is already a year old.

Mr. Mayer: I realize that.

Hearing Examiner Hier: Mr. Barton, how much time will you want if I give him eight weeks?

Mr. Barton: It would be a minimum of 45 days thereafter.

Hearing Examiner Hier: He wants eight, and you want six.

Let's go off the record a minute.

(Discussion off the record.)

Hearing Examiner Hier: On the record.

Commission counsel will file on or before July 9 a set of proposed findings in accordance with the rules. I also want from Commission counsel on or before that date a brief. In that brief I want certain points covered.

Colloquy

First of all, I want the discrimination pointed out, what you claim is the discrimination.

Secondly, I want this question of meeting competition briefed at least from a factual standpoint. I am fairly familiar with the cases on it but at least from a factual standpoint.

That is all I will say about that now.

Respondent's counsel will file their proposed findings and brief, separate documents, on or before August 20, (1117) and I want that brief to cover certain points also.

Except for the gratuitous or, at any rate, the remark in the General Foods opinion by the Commission, I want to know what judicial or other authority there is for this defense of testing the market to a price discrimination case.

I would like to have also what I choose to regard as the judicial amendment, Section 2(b), by the Supreme Court in the Standard Oil case, to wit, that competitive prices claimed to have been met must be shown to be legal prices before the defense is made out, or lawful prices I think the phrase is.

I would like to have that question discussed.

Another thing that I am interested in from the respondent is this. If it is necessary to meet competition to survive, then why the experiment only and a return to the former price? I have doubts that that would be considered to be good faith. I am not satisfied in my own mind that it was compellingly necessary, and I am far from satisfied that one area only can be selected for that purpose. The reasons given for the selection of the St. Louis area, some of them are cogent and plausible,

Colloquy

but I am not satisfied that the law permits that by any means.

I guess that about covers what I have in mind now. Undoubtedly when I get to looking into the case, a lot of other points will arise, but that is what I have in mind now.

(1118) Mr. Mayer: May we go off the record a moment?

Hearing Examiner Hier: Off the record.

(Discussion off the record.)

Hearing Examiner Hier: On the record.

Anything else?

Mr. Mayer: No, sir.

Mr. Barton: No, sir.

Hearing Examiner Hier: All right, gentlemen, that is the end of the beer.

(Whereupon, at 12:30 o'clock p.m., the hearing was adjourned.)

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Commission's Exhibit 2

(432)

1953 SALES OF THE 35 LEADING BREWERIES

	<i>In Barrels</i>
1. BUDWEISER (2 plants)	6,711,222
2. Jos. Schlitz Brewing Co. (2 plants)	5,255,000
3. Pabst Brewing Co. (4 plants)	4,250,000
4. P. Ballantine & Sons	3,882,000
5. Liebmann Breweries, Inc. (3 plants)	3,100,000
6. Falstaff Brewing Corp. (4 plants)	2,911,393
7. F. & M. Schaefer Brewing Co. (2 plants)	2,600,000
8. Miller Brewing Co.	2,083,418
9. Jacob Ruppert (2 plants)	2,004,975
10. Lucky Lager Brewing Co. (3 plants)	1,739,930
11. Theo. Hamm Brewing Co.	1,685,795
12. Goebel Brewing Co. (4 plants)	1,579,826
13. Griesedieck Western Brewery Co. (2 plants)	1,483,631
14. Pfeiffer Brewing Co. (2 plants)	1,441,600
15. Drewrys Ltd. U. S. A. Inc. (3 plants)	1,420,230
16. Piel Bros. (2 plants)	1,375,000
17. C. Schmidt & Sons	1,373,839
18. Stroh Brewing Co.	1,145,044
19. Carling Brewing Co.	1,096,025
20. San Francisco Brewing Corp.	1,017,997
21. Blatz Brewing Co.	998,965
22. Jackson Brewing Co.	934,000
23. Duquesne Brewing Co.	923,320
24. National Brewing Co. of Baltimore	840,000
25. Genessee Brewing Co.	815,000
26. Adolph Coors Co.	812,000
27. Gunther Brewing Co.	800,000

*Commission's Exhibit 2***1953 SALES OF THE 35 LEADING BREWERIES**

	<i>In Barrels</i>
28. Geo. Wiedemann Brewing Co.	780,000
29. Griesedieck Bros. Brewery Co.	778,142
30. Pearl Brewing Co.	770,121
31. Olympia Brewing Co.	764,800
32. Narragansett Brewing Co.	721,000
33. Pittsburgh Brewing Co.	648,063
34. G. Krueger Brewing Co.	625,387
35. Red Top Brewing Co.	625,000

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March, 1954

Commission's Exhibit 3

(433)

1953 SALES STANDINGS OF BREWERIES**SELLING OVER 100,000 BARRELS**

We are pleased to present our annual compilation showing the total sales of fermented malt beverages during the latest calendar year by various United States brewing companies whose individual sales were above 100,000 barrels for the year.

As is well known, and as we have repeatedly pointed out in the past, individual brewery figures are not available from the federal government. Likewise, with just a few exceptions, the states do not make such figures available.

The figures presented herewith were obtained from various sources that we consider reliable, in a great many instances from the breweries themselves. However, we cannot guarantee that any or all of the figures are correct; nor do we assume any responsibility for their accuracy.

Data for breweries in the 100,000 barrel and over class which are missing from this compilation were not available to us at the time of going to press.

1953 SALES OF BREWING COMPANIES

(In terms of barrels of 31 gallons each)

Anheuser-Busch, Inc. (2 plants)	6,711,222
Jos. Schlitz Brewing Co. (2 plants)	5,255,000
Pabst Brewing Co. (4 plants)	4,250,000
P. Ballantine & Sons	3,882,000
Liebmann Breweries, Inc. (3 plants*)	3,100,000
Falstaff Brewing Corp. (4 plants)	2,911,393
F. & M. Schaefer Brewing Co. (2 plants).....	2,600,000

Commission's Exhibit 3

Miller Brewing Co.	2,083,418
Jacob Ruppert (2 plants**)	2,004,975
Lucky Lager Brewing Co. (3 plants)	1,739,930
Theo. Hamm Brewing Co.	1,685,795
Goebel Brewing Co. (4 plants).....	1,579,826
Griesedieck Western Brewery Co. (2 plants)....	1,483,631
Pfeiffer Brewing Co. (2 plants)	1,441,600
Drewrys Ltd. U. S. A., Inc. (3 plants)	1,420,230
Piel Bros. (2 plants)	1,375,000
C. Schmidt & Sons	1,373,839
Stroh Brewing Co.	1,145,044
Carling Brewing Co.	1,096,025
San Francisco Brewing Corp.	1,017,997
Blatz Brewing Co.	998,965
Jackson Brewing Co.	934,000
Duquesne Brewing Co.	923,320
National Brewing Co. of Baltimore	840,000
Genessee Brewing Co.	815,000
Adolph Coors Co.	812,000
Gunther Brewing Co.	800,000
Geo. Wiedemann Brewing Co.	780,000
Griesedieck Bros. Brewery Co.	778,142
Pearl Brewing Co.	770,121
Olympia Brewing Co.	764,800
Narragansett Brewing Co.	721,000
Pittsburgh Brewing Co.	648,063
G. Krueger Brewing Co.	625,387
Rep Top Brewing Co.	625,000
Minneapolis Brewing Co.	615,000
Regal Amber Brewing Co.	601,406

Commission's Exhibit 3

Lone Star Brewing Co.	576,978
M. K. Goetz Brewing Co. (2 plants)	573,445
G. Heileman Brewing Co.	500,475
Fort Pitt Brewing Co. (2 plants)	500,001
Sterling Brewers, Inc.	486,000
Adam Scheidt Brewing Co.	477,566
Henry F. Ortlieb Brewery Co.	474,560
Heidelberg Brewing Co.	473,000
Jacob Schmidt Brewing Co.	432,187
Peter Hand Brewery Co.	430,512
Iroquois Beverage Corp.	428,119
Stegmaier Brewing Co.	421,722
Acme Breweries (2 plants)	398,028
West End Brewing Co.	386,760
Frankenmuth Brewing Co.	370,901
Storz Brewing Co.	327,419
Altes Brewing Co. (2 plants***)	323,665
Maier Brewing Co.	321,619
Erie Brewing Co.	280,112
Esslinger's, Inc.	278,563
Gulf Brewing Co.	271,618
Harvard Brewing Co.	254,664
E & B Brewing Co.	250,243
Fitzgerald Bros. Brewing Co.	231,000
Canadian Ace Brewing Co.	226,589
Galveston-Houston Breweries, Inc.	222,736
Peter Fox Brewing Co.	207,555
Arizona Brewing Co.	200,098
Geo. Muehlebach Brewing Co.	192,825
Lion, Inc.—Gibbons Brewery	186,161
William Gretz Brewing Co.	184,494

Commission's Exhibit 3

Haffenreffer & Co.	184,294
Standard Brewing Co., Inc., Rochester	175,416
Hampden Brewing Co.	167,205
Atlantic Brewing Co.	163,547
Charles D. Kaier Co.	160,617
Metropolis Brewery of New Jersey, Inc.	160,000
Dawson's Brewery, Inc.	156,907
Dobler Brewing Co.	156,000
Haberle Congress Brewing Co.	152,000
Dixie Brewing Co.	144,203
Fox Head Brewing Co.	137,616
William Simon Brewery	134,000
Old Reading Brewery, Inc.	130,649
Camden County Beverage Co.	116,257
Sunshine Brewing Co.	115,342
Kingsbury Breweries Co.	107,497
Du Bois Brewing Co.	106,434
Pilsen Brewing Co.	103,033
D. G. Yuengling & Son	102,991
Louis F. Neuweiler' Sons	102,453
Fred Koch Brewery, Inc.	100,000

* Does not include Acme Breweries, acquired by Liebmann in December, 1953.

** Includes Norfolk, Va., plant until sold in 1953.

*** Includes San Diego, Calif., plant until operations discontinued on February 15, 1953.

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Commission's Exhibit 5

436)

ST. LOUIS BRANCH
PRICE TO RETAILERS (NET)

	12/31/53	1/4/54	6/21/54	7/14/54
Bottles				
24/12 oz Ret. Reg.	2.93	2.68	2.35	
24/12 oz N.R. Reg.	3.29	3.16	2.81	
24/12 oz N.R. 4/6	3.29	3.16	2.83	
12/32 oz Ret. Reg.	3.41	3.41	2.96	
12/32 oz N.R. Reg.	3.80	3.65	3.11	
12/32 oz N.R. 6/2				
36/7 oz Ret.	2.90	2.75	2.60	2.30
Cans				
12/12 oz	1.67	1.60	1.51	
48/12 oz 8/6	6.68	6.40	6.08	
24/12 oz Reg.	3.34	3.20	2.99	
48/12 oz 4/12				
Brought				
Budweiser ½ bbls	12.98	12.98	12.48	
Michelob ½ bbls	13.98	13.98	13.98	

Commission's Exhibit 6

(437)

CHICAGO

PRICE TO RETAILERS (NET)

	<i>Pre Oct</i>	<i>Post Oct</i>	<i>Present 9/2/54</i>	<i>Temporary 10/54</i>
<i>Bottles</i>				
24/12 oz Ret. Reg.	3.24	3.44	S	
24/12 oz N.R. Reg.	3.59	3.82		
24/12 oz N.R. 4/6	3.67	3.85	A	
12/32 oz Ret. Reg.	3.96	4.17		
12/32 oz N.R. Reg.	4.15	4.35	M	
12/32 oz N.R. 6/2		4.40		4.35
36/7 oz Ret.	3.05	3.23	E	
<i>Cans</i>				
12/12 oz		1.90		
48/12 oz 8/6	7.26	7.65		
24/12 oz Reg.	3.63	3.80		
48/12 oz. 4/12				
<i>Draught</i>				
Budweiser ½ bbls	14.39	15.20		
Michelob ½ bbls	15.56	16.40		

Commission's Exhibit 7

(438)

CINCINNATI BRANCH
PRICES TO RETAILERS (NET)

	<i>Pre Oct</i>	<i>Post Oct</i> 10/8/53	<i>Present</i> 5/4/54
--	----------------	----------------------------	--------------------------

Bottles

24/12 oz Ret. Reg.	3.55	3.75	S
24/12 oz N.R. Reg.	3.89	4.10	
24/12 oz N.R. 4/6	3.89	4.17	A
12/32 oz Ret. Reg.	4.35	4.55	
12/32 oz N.R. Reg.		4.70	M
12/32 oz N.R. 6/2		4.70	
36/7 oz Ret.			E

Cans

12/12 oz	1.90	2.04	
48/12 oz 8/6	7.58	8.14	
24/12 oz Reg.	3.79	4.07	
48/12 oz 4/12			

Draught

Budweiser ½ bbls	14.60	15.35	
Michelob ½ bbls	15.80	16.50	

Commission's Exhibit 8

(439)

HOUSTON BRANCH
PRICE TO RETAILER (NET)

	<i>Pre Oct</i> 1953	Oct 8/53	9/1/54
<i>Bottles</i>			
24/12 oz Ret. Reg.	3.43	3.70	3.75
24/12 oz N.R. Reg.	3.71	3.95	4.00
24/12 oz N.R. 4/6	3.77	4.01	4.06
12/32 oz Ret. Reg.	4.01	4.20	4.26
12/32 oz N.R. Reg.	4.29	4.60	4.66
12/32 oz N.R. 6/2	4.40	4.70	4.76
36/7 oz Ret.			
<i>Cans</i>			
12/12 oz	1.855	1.975	
48/12 oz 8/6	7.42	7.90	8.00
24/12 oz Reg.	3.71	3.95	4.00
48/12 oz 4/12			
<i>Draught</i>			
Budweiser ½ bbls	15.35	16.00	16.35
Michelob ½ bbls	16.50	17.00	17.35

Commission's Exhibit 9

40)

BRONX, MANHATTAN, WESTBURY

PRICES TO RETAILER (NET)

	<i>Pre Oct</i>	<i>Post Oct</i>	<i>5/17/54</i>
<i>Bottles</i>			
24/12 oz Ret. Reg	3.52	3.68	3.68
24/12 oz N.R. Reg.	3.74	3.92	3.92
24/12 oz N.R. 4/6	3.74	3.92	3.92
12/32 oz Ret. Reg.			
12/32 oz N.R. Reg.	4.32	4.52	4.52
12/32 oz N.R. 6/2		4.52	4.52
36/7 oz Ret.	3.40	3.56	3.56

<i>Cans</i>			
12/12 oz		1.97	1.97
48/12 oz 8/6	7.48	7.84	7.84
24/12 oz Reg.	3.74	3.92	3.92
48/12 oz 4/12			

7.84

<i>Brought</i>			
Budweiser ½ bbls	14.23	14.98	14.48
Michelob ½ bbls	16.25	16.85	16.85

Note: 10¢	Note: 10¢	Note: Quantity
per case	per case	discounts as
off on	off on	follows
quantities	quantities	Cases
of 275 &	of 275 &	1- 4
over—	over—	5-14
1 drop	1 drop	15-24
		25-49
		50-99
		100-over
		50¢ per ½
		Budweiser—5 or
		more halves

Commission's Exhibit 10

(441)

KEARNY BRANCH

PRICES TO RETAILERS (NET)

	Pre Oct	Post Oct	5/3/54	5/17/54	Not Verif
<i>Bottles</i>					
24/12 oz Ret. Reg.	3.52	3.68	3.68		
24/12 oz N.R. Reg.	3.74	3.92	3.92		
24/12 oz N.R. 4/6	3.74	3.92	3.92		
12/32 oz Ret. Reg.					
12/32 oz N.R. Reg.	4.32	4.52	4.52		
12/32 oz N.R. 6/2	4.32	4.52	4.52		
36/7 oz Ret.	3.40	3.56	3.56		
<i>Cans</i>					
12/12 oz	1.87	1.97	1.97		
48/12 oz 8/6	7.48	7.84	7.84		
24/12 oz Reg.	3.74	3.92	3.92		
48/12 oz 4/12					7.84
<i>Draught</i>					
Budweiser 1/2 bbls	14.23	14.98	14.98	14.48	
Michelob 1/2 bbls	16.25	16.85	16.85		
Note: 50¢ per 1/2 or 2 or more Quantity discounts on pkg. beer as follows:					
	quan	disc	50¢ per 1/2 5 or more		
	1- 4	None			
	5-14	.10			
	15-24	.12			
	25-49	.15			
	50-99	.20			
	100-over	.25			

Commission's Exhibit 11

42)

ST. JOSEPH BRANCH
PRICE TO RETAILER (NET)

	<i>Pre-Oct</i>	<i>Post-Oct</i>	<i>11/5/53</i>	<i>4/30/54</i>	<i>8/31/54</i>
<i>bottles</i>					
24/12 oz Ret. Reg.	3.17				
24/12 oz N.R. Reg.	3.49	S	A	M	E
24/12 oz N.R. 4/6	3.49				
12/32 oz Ret. Reg.		3.69			
12/32 oz N.R. Reg.	4.06				
12/32 oz N.R. 6/2					
36/7 oz Ret.	3.10	S	A	M	E
<i>cases</i>					
12/12 oz	1.75				
48/12 oz 8/6	6.98				
24/12 oz Reg.	3.49				
48/12 oz 4/12					
<i>draught</i>					
Budweiser ½ bbls	13.40	12.00	13.40	12.00	13.25
Michelob ½ bbls	14.60	14.60	14.60	14.60	14.60

Commission's Exhibit 12

(443)

BUFFALO BRANCH
PRICES TO RETAILERS (NET)

	<i>Pre Oct</i>	<i>Post Oct</i>	<i>Present</i>
Bottles			
24/12 oz Ret. Reg.	3.40	3.60	No
24/12 oz N.R. Reg.	3.55	3.80	
24/12 oz N.R. 4/6	3.55	3.80	Report
12/32 oz Ret. Reg.			
12/32 oz N.R. Reg.	4.21	4.41	
12/32 oz N.R. 6/2		4.41	
36/7 oz Ret.	3.36	3.56	
Cans			
12/12 oz			
48/12 oz 8/6	7.08	7.60	
24/12 oz Reg.	3.54	3.80	
48/12 oz 4/12			7.60
Draught			
Budweiser ½ bbls	13.75	14.50	
Michelob ½ bbls	14.90	15.50	

Commission's Exhibit 13

BALTIMORE BRANCH
PRICES TO RETAILERS (NET)

	<i>Pre Oct</i>	<i>Post Oct</i>	<i>Present 5/17/54</i>
<i>bottles</i>			
24/12 oz Ret. Reg.	3.45	3.62	S
24/12 oz N.R. Reg.	3.70	3.90	
24/12 oz N.R. 4/6	3.70	3.90	A
12/32 oz Ret. Reg.			
12/32 oz N.R. Reg.	4.28	4.50	M
12/32 oz N.R. 6/2	4.28	4.50	
36/7 oz Ret.	3.40	3.51	E
<i>ms</i>			
12/12 oz	1.85	1.95	
18/12 oz 8/6	7.40	7.80	
24/12 oz Reg.	3.70	3.90	
18/12 oz 4/12			7.80
<i>taught</i>			
Budweiser 1/2 bbls	14.55	15.15	
Michelob 1/2 bbls	16.13	16.58	

Commission's Exhibit 14

(445)

WASHINGTON BRANCH
PRICES TO RETAILERS (NET)

	<i>Pre Oct</i>	<i>Post Oct</i>	<i>5/20/54</i>
Bottles			
24/12 oz Ret. Reg.	3.45	3.65	3.67
24/12 oz N.R. Reg.	3.66	3.85	3.87
24/12 oz N.R. 4/6	3.66	3.85	3.87
12/32 oz Ret. Reg.			
12/32 oz N.R. Reg.	4.29	4.50	4.52
12/32 oz N.R. 6/2	4.29	4.50	4.52
36/7 oz Ret.	3.45	3.65	3.67
Cans			
12/12 oz	1.83	1.94	1.935
48/12 oz 8/6	7.32	7.70	7.74
24/12 oz Reg.	3.66	3.85	3.87
48/12 oz 4/12			7.74
Draught			
Budweiser ½ bbls	14.46	15.06	15.06
Michelob ½ bbls	15.92	16.37	16.37

Commission's Exhibit 15

446)

DETROIT BRANCH
PRICES TO RETAILERS (NET)

	<i>Pre Oct</i>	<i>Post Oct 10/8/53</i>	<i>Present 4/30/54</i>	
ottles				
24/12 oz Ret. Reg.	3.35	3.55	S	
24/12 oz N.R. Reg.				
24/12 oz N.R. 4/6	3.65		A	3.85
12/32 oz Ret. Reg.	4.06	4.30		
12/32 oz N.R. Reg.	4.21		M	
12/32 oz N.R. 6/2		4.45		
36/7 oz Ret.	3.24	3.50	E	
ans				
12/12 oz		1.925		
48/12 oz 8/6	7.34	7.70		
24/12 oz Reg.	3.67	3.85		
48/12 oz 4/12				
raught				
Budweiser ½ bbls	14.43	15.10		
Michelob ½ bbls	15.68	16.35		

Commission's Exhibit 16

(447)

BOSTON BRANCH
PRICES TO RETAILERS (NET)

	<i>Pre Oct</i> <i>1953</i>	<i>Post Oct</i> <i>1953</i>	<i>Present</i> <i>8/1/54</i>
<i>Bottles</i>			
24/12 oz Ret. Reg.	3.51	3.69	3.69
24/12 oz N.R. Reg.	3.80	3.98	3.98
24/12 oz N.R. 4/6	3.80	3.98	3.98
12/32 oz Ret. Reg.			
12/32 oz N.R. Reg.	4.43	4.63	4.44
12/32 oz N.R. 6/2		4.63	4.44
36/7 oz Ret.		3.60	3.60
<i>Cans</i>			
12/12 oz	1.90	2.00	
48/12 oz 8/6	7.58	7.94	7.94
24/12 oz Reg.	3.80	3.98	3.98
48/12 oz 4/12			7.94
<i>Draught</i>			
Budweiser $\frac{1}{2}$ bbls	15.00	15.75	15.25
Michelob $\frac{1}{2}$ bbls	16.85	17.45	17.45

Commission's Exhibit 17

(8)

KANSAS CITY BRANCH
PRICE TO RETAILERS (NET)

	<i>Pre Oct</i>	<i>10/1/53</i>	<i>9/1/54</i>	<i>Date?</i>
<i>bles</i>				
4/12 oz Ret. Reg.	3.15	S	S	
4/12 oz N.R. Reg.				
4/12 oz N.R. 4/6	3.35	A	A	
2/32 oz Ret. Reg.	3.63			
2/32 oz N.R. Reg.		M	M	
2/32 oz N.R. 6/2				
6/7 oz Ret.	3.09	E	E	
<i>as</i>				
2/12 oz	1.725			
8/12 oz 8/6	6.90			
4/12 oz Reg.	3.39			3.45
8/12 oz 4/12				
<i>ught</i>				
udweiser 1/2 bbls	13.50			
ichelob 1/2 bbls	14.65			

Commission's Exhibit 18

(449)

ST. PAUL BRANCH
PRICE TO RETAILER (NET)

	<i>Pre-Oct.</i>	<i>Post-Oct.</i>	<i>1/1/54</i>	<i>2/1/54</i>	<i>3/10/54</i>
<i>Bottles</i>					
24/12 oz Ret. Reg.	3.33	3.53	S	S	3.1
24/12 oz N.R. Reg.				A	3.7
24/12 oz N.R. 4/6	3.63	3.90	A	M	3.7
12/32 oz Ret. Reg.	3.96	4.12		E	4.1
12/32 oz N.R. Reg.	4.26	4.42	M		4.2
12/32 oz N.R. 6/2		4.52		4.47	4.7
36/7 oz Ret.		3.38	E		3.2
<i>Cans</i>					
12/12 oz	1.86	1.96		S	1.8
48/12 oz 8/6	7.42	7.78		A	7.4
24/12 oz Reg.	3.71	3.89		M	3.7
48/12 oz 4/12				E	
<i>Draught</i>					
Budweiser ½ bbls	14.25	14.95	13.00		13.0
Michelob ½ bbls	15.90	16.40	16.40		16.0

Commission's Exhibit 19

50)

SIOUX FALLS BRANCH

PRICE TO RETAILERS (NET)

Pre Oct 10/8/53 2/18/54

bottles

24/12 oz Ret. Reg.	3.35	3.50	3.35
24/12 oz N.R. Reg.	3.70		
24/12 oz N.R. 4/6	3.70	3.94	3.75
12/32 oz Ret. Reg.			
12/32 oz N.R. Reg.	4.40	4.56	4.45
12/32 oz N.R. 6/2			
36/7 oz Ret.			

cans

12/12 oz	1.85	1.93	1.88
48/12 oz 8/6	7.40	7.68	7.50
24/12 oz Reg.	3.70	3.84	
48/12 oz 4/12			

draught

Budweiser ½ bbls	14.90	15.54	15.00
Michelob ½ bbls	16.00	16.49	16.49

Commission's Exhibit 20

(451)

DENVER BRANCH
PRICE TO RETAILER (NET)

	<i>Pre-Oct</i>	<i>Oct 53</i>	<i>2/24/54</i>
Bottles			
24/12 oz Ret. Reg.	3.45	?	3.70
24/12 oz N.R. Reg.	3.65		3.75
24/12 oz N.R. 4/6	3.66		3.80
12/32 oz Ret. Reg.			4.32
12/32 oz N.R. Reg.	4.30		4.49
12/32 oz N.R. 6/2			4.55
36/7 oz Ret.	3.24		3.46
Cans			
12/12 oz	1.85		1.90
48/12 oz 8/6	7.48		7.58
24/12 oz Reg.	3.69		3.79
48/12 oz 4/12			
Draught			
Budweiser ½ bbls	14.25		14.25
Michelob ½ bbls	16.00		16.00

Commission's Exhibit 21**SAN FRANCISCO BRANCH
PRICE TO RETAILER (NET)***Pre-Oct 10/15/54 2/24/54***Bottles**

24/12 oz Ret. Reg.	3.79	3.79	3.49
24/12 oz N.R. Reg.	3.79		3.82
24/12 oz N.R. 4/6	3.79	4.09	3.82
12/32 oz Ret. Reg.			
12/32 oz N.R. Reg.	4.50	4.69	4.39
12/32 oz N.R. 6/2		4.69	4.39
36/7 oz Ret.	3.63	3.63	3.24

Cans

12/12 oz			
48/12 oz 8/6	7.54	7.92	7.56
24/12 oz Reg.	3.77	3.96	3.78
48/12 oz 4/12			

Draught

Budweiser $\frac{1}{2}$ bbls			14.90
Michelob $\frac{1}{2}$ bbls			

Commission's Exhibit 22

(453)

**LOS ANGELES BRANCH
PRICE TO RETAILER (NET)**

	<i>Pre-Oct</i> 1953	1/27/54	6/24/54
Bottles			
24/12 oz Ret. Reg.	3.80	3.40	3.27
24/12 oz N.R. Reg.	3.80	3.76	3.66
24/12 oz N.R. 4/6	3.80	3.76	3.66
12/32 oz Ret. Reg.			
12/32 oz N.R. Reg.	4.47	4.30	4.27
12/32 oz N.R. 6/2	4.59	4.35	4.30
36/7 oz Ret.		3.24	3.24
Cans			
12/12 oz	1.89	1.87	
48/12 oz 8/6	7.55	7.48	7.28
24/12 oz Reg.	3.78	3.74	3.66
48/12 oz 4/12			
Draught			
Budweiser ½ bbls			14.50
Michelob ½ bbls			

Budweiser and Michelob Prices

EFFECTIVE DATE	Returnable Bottles			Non-Returnable Bottles				Cans		Draught			
	24/12	12/32	36/7	24/12	12/32	4/6's 24/12	6/2's 12/32	24/12	12/12	8/6's 48/12	4/12's 48/12	BUD.	MICH.
# F.O.B. ST. LOUIS, MO.													
9/30/53	3.14 *	3.52 *	3.18 *	2.75	3.24	2.79	3.34	2.79	1.40	5.68		10.50	12.01
10/1/53	3.29 *	3.68 *	3.32 *	2.93	3.40	3.03	3.50	2.93	1.48	5.96		11.50	12.50
7/15/54											5.92		
EXCEPTIONS:													
OHIO—10/25/54	3.215*	3.56 *		2.77	3.28	2.87	3.38	2.81		5.72	5.68		
MASS.—8/1/54					3.22		3.32						
MISSOURI & WISCONSIN—Prices were not increased on 10/1/53 and still remain as at 9/30/53.													
# F.O.B. NEWARK, N. J.													
9/30/53	3.35 *			2.95	3.38	3.00	3.48	2.89	1.45	5.88		11.46	12.61
10/1/53	3.47 *			3.05	3.54	3.15	3.64	3.03	1.53	6.14		11.96	12.96
5/17/54												11.50	
7/15/54											6.12		
EXCEPTION:													
MASS.—8/1/54					3.36		3.46						
# F.O.B. LOS ANGELES, CAL. (Shipments to Arizona, California, Nevada, Idaho, Oregon, Utah and Washington)													
1/26/54	3.43 *		3.47 *	3.04	3.55	3.14	3.65	3.02	1.52	6.13		12.07	13.07
6/1/54	3.34 *		3.32 *	2.99	3.50	3.04	3.55	2.97	Disc.	6.02	6.02	11.50	12.50
EXCEPTION:													
Idaho, Wash. & Oregon—7/2/54												9.75	

* Prices include bottles subject to repurchase @ .84 per carton 24/12 oz., .66 per carton 12/32 oz. & .96 per carton 36/7 oz.

J. E. Ritter
Oct. 26, 1954

Commission's Exhibit 24-A

(456)

Mr. J. E. Barsi**June 18, 1954****Mr. J. Hallquist, Jr.**

This is to brief you on the steps that have been taken at the City Sales Department in connection with price reduction that is to become effective Monday morning, June 21, 1954.

1. The City Department salesmen were assembled in Mr. Walsh's office and instructed as follows:
 - a) To make no statements to reporters or other newspaper representatives, and to refer any requests by such people to Fleishman-Hillard, Inc.
 - b) In their calls today to present the picnic theme idea for our price reduction using the brochure to indicate the advertising support Anheuser-Busch is giving this promotion.
 - c) To nail down today on every tavern call a 20¢ over the bar price if local brands sell at that price and put up immediately in the center of the back-bar one of our wall easel signs with a 20¢ price sticker hand lettered with the word "now" and a crude arrow pointing to the 20¢.
 - d) If the retailer would not agree to reduce his over the bar price immediately, to determine when the reduction would be made, whether Monday or when the floor stock was sold.

Commission's Exhibit 24

- e) To write a separate report where the retailer indicated he would not reduce his price. Special squads using the memorandum would then visit the retailer to see whether they could change his mind.
- f) The salesmen were instructed to make their calls as rapidly as possible in order to cover as much territory as possible today.

Commission's Exhibit 24-B

(457)

- 2. The entire sales force will make retail calls in the usual manner on Saturday, June 19th. We are doing this in order that we can cover as many retail outlets as possible and establish as many 20¢ over the bar prices as possible before the local breweries are able to attempt to counteract our action with their own sales forces.
- 3. We will hold a meeting starting at 9:00 A.M. on Saturday morning to brief all of the St. Louis drivers.
- 4. We have enlisted the assistance of Fred Webber in having printed and ready for distribution beginning Monday morning an inexpensive cardboard sign reading, "12 oz. Bottle Budweiser Now 20¢".
- 5. The telephone order staff of the St. Louis branch will be on duty all day Saturday and we have requested that our main switchboard remain open until 5:00 P.M. tomorrow.

Commission's Exhibit 24

6. The salesmen will indicate on their daily report sheet, by account, the results of their attempt to establish the lower price and we shall be able to tabulate from it the progress being made for transmission to you.

Arrangements are also being made for the necessary additional delivery equipment, additional manpower and the additional quantity of inventory that must be made available.

Attached to this memorandum is the new schedule of prices for the City Sales Department which will be effective on Monday, June 21, 1954.

J. Hallquist, Jr.

Att.

Commission's Exhibit 24-C

(458)

NEW PRICES

24/12 oz. Ret.	\$2.35
24/12 oz. N.R.	2.81
24/12 oz. N.R. 4/6s	2.83
12/32 oz. N.R.	3.11
12/32 oz. Ret.	2.96
36/7 oz.	2.60
24/12 oz. Cans	2.99
48/12 oz. Cans 8/6s	6.08
12/12 Cans	1.51
Budweiser D/B	12.48
Michelob D/B (to remain the same)	13.98

Commission's Exhibit 25

(459)

18th
Friday June 17th

Dist. #1	16 calls	All will wait until floor stock is depleted.
" #2	12 "	1 immediately—1 will not change—3 undecided—7 will change Monday.
" #3	11 "	4 will change immediately—7 when floor stock is depleted.
" #4	11 "	4 will change immediately—7 will change Monday.
" #5	9 "	1 will change immediately—8 will change Monday.
" #6	12 "	4 will change immediately—8 will change Monday.
" #7	13 "	1 place closed—5 will change immediately—5 will change Monday—2 stops owners not in.
" #8	13 "	4 will change immediately—1 when floor stock is depleted—1 will change Saturday—5 will change Monday—2 were undecided.
" #9	9 "	7 changing immediately—2 will change Monday.
" #10	12 "	4 will change immediately—4 will change Monday—2 will not change until the rest do—2 owners not in.
" #11	16 "	15 will change Monday—one will change Saturday.
" #12	11 "	1 had already lowered price—7 will change Monday—3 will change when floor stock is depleted.
" #13	14 "	1 will change immediately—3 when floor stock is depleted—10 will change Monday.
" #14	16 "	2 will change Monday, but were unfavorable—will change Monday.
" #15	15 "	1 would not commit himself—1 said he would with partner—1 will change Monday—12 will change when floor stock is depleted.
" #16	10 "	4 will change immediately—6 will change Monday—Tuesday
200 Calls		39 Immediately
		101 Will change Monday
		42 will change when floor stock is depleted
		7 Undecided
		2 will change Saturday
		5 owners not in
		3 will not change
		1 had already changed

Commission's Exhibit 26-A

19th

URDAY—June 18th—1954

#1	24 calls	6 will change Monday—17 when floor stock is depleted—1 will not change
NOTE: 1 customer Clara Capuran—18 N. 9th—Monday will reduce 7 oz. bottles to 2/25¢		
#1 (Lockman)	17 calls	14 will change Monday—3 owners not in
#1 & #2 (Peters)	20 calls	all will reduce Monday
#1 (Palermo)	24 calls	2 immediately—15 will reduce Monday—2 owners not in—1 closed—4 when floor stock is depleted.
#2	13 calls	4 immediately—8 will change Monday—1 when floor stock is depleted.
#2 (Maggio)	13 calls	10 will change immediately—1 will change Monday—2 will wait and see what neighborhood does.
#3	19 calls	2 immediately—13 will change Monday—1 will reduce all beers 15¢ on Monday—1 owner not in—2 closed.
#3 (Capito)	20 calls	9 will change Monday—2 when floor stock is depleted—4 owners not in—2 undecided—1 will not change—1 handles 7 oz. only and price will remain 15¢—1 will change immediately.
#4 (Parker)	15 calls	8 will change Monday—2 do not like it but will do what neighborhood does—5 owners not in.
#4 (Bohn)	31 calls	23 immediately—3 undecided—5 owners not in. 3.2%
#5	14 calls	4 will change immediately—6 Monday—1 owner not in—3 undecided.

Commission's Exhibit 26

Dist. #5 (Huebner)	14 calls	3 will change Monday—5 owners not in—2 when floor stock is depleted—1 closed—1 undecided—immediately.
Dist. #5 (Krolle)	14 calls	3 immediately—7 Monday—2 owners not in—closed—1 does not stock Pints because of 7 oz. bottle sales
Dist. #6	12 calls	5 immediately—7 will change Monday
Dist. #7	18 calls	2 immediately—8 Monday—4 when floor stock depleted—2 closed—2 will not change until they see what others are doing.
Dist. #7 (Bigham)	22 calls	2 immediately—8 Monday—11 when floor stock depleted—1 undecided
Dist. #8 (Shenk)	19 calls	4 immediately—11 Monday—1 will not change—1 will change Tuesday—1 when floor stock is depleted—1 will change 6-31-54 (no license at present)

Commission's Exhibit 26-B

(461)

Dist. #8 Al Lucas	25 calls	12 immediately—7 Monday—2 closed—3 when floor stock is depleted
Dist. #9	16 calls	7 immediately—9 Monday
Dist. #9 Bosch	17 calls	12 immediately—4 Monday—1 closed
Dist. #10	21 calls	10 immediately—2 Monday—4 when floor stock depleted—1 will not change—4 owners not in
Dist. #10 Schunick	19 calls	11 Monday—2 after floor stock is depleted—3 owners not in—3 immediately
Dist. #4 Brenick	18 calls	8 immediately—1 when floor stock is depleted—Monday
Dist. #7 Shulte	18 calls	4 immediately—6 after floor stock is depleted—Monday—1 will not change—2 (Nite Club) all beer 30¢

Commission's Exhibit 26

Dist. #2 (Williams)	27 calls	18 immediately—3 closed—2 Monday—4 owners not in.
Dist. #10 Loehr	20 calls	6 Monday—3 immediately—11 when floor stock is depleted
	490 calls	200 Monday 69 when floor stock is depleted 39 owners not in 141 immediately 13 closed 6 will follow neighborhood 5 will not change 9 undecided 3 undecided (because they are 3.2% outlets and have no competition) 1 does not stock Pints 1 Tuesday 1 6-31-54 (licensed expired—will renew 6-31-54) 2 Night Clubs—30¢ for all beers
	Misc.	
	690 calls	2 days
	180 "	change immediately
	301 "	change Monday
	111 "	change when floor stock is exhausted

 592

8 said will not change

Commission's Exhibit 27-A

(462)

June 21, 1954

Mr. J. E. Barsi:

I thought it would be well to give you a written report covering the items discussed by long distance telephone Sunday with both you and Mr. Busch. During Friday afternoon and Saturday our salesmen made a total of 690 retail calls. Of these

180 outlets changed their price immediately

301 will change their price on Monday

111 will change when floor stock is sold

592 total

Of the remaining 98 outlets there were a considerable number where the owners were not in or who, for one reason or another, had not come to a definite decision as to their new pricing. Only 8 outlets indicated to our salesmen they would not change their price.

Mr. Walsh reported to you before you left St. Louis that he had contacted the chain organizations and all of these agreed to either change their price on Friday or Saturday or on Monday, when our new price became effective.

All the hotels have indicated they will sell Budweiser at the same price as the local beers. This, of course, might be 25¢ per bottle, 30¢ per bottle, or higher, depending on the hotel.

Bettendorf's, who have a number of large grocery outlets, changed their retail price on Friday evening. On Saturday morning they called for additional merchandise and two full truck loads were sent to the Hampton Village Store and one full truck load to the South Grand Avenue Store.

Commission's Exhibit 27

One of our salesmen reported this morning that he purchased the last carton of Budweiser from these deliveries on Saturday evening after leaving the short meeting we held.

Mr. John Mannshardt reported the following concerning his neighborhood grocery store at Leonia and Fillmore in South St. Louis. This account purchased about 10 cartons per month prior to our January price decrease. Since our price decrease in January, he has averaged from 50 to 60 cartons of Budweiser per month. He sells a total of approximately 200 cartons of all Brands per week. He gave Mr. Mannshardt an order for delivery Monday morning for 100 cartons and an additional 100 cartons to be delivered on Thursday. It is this retailer's feeling that practically all his sales will be Budweiser.

A number of salesmen reported that a very splendid reaction was obtained from consumers in various retail outlets. In outlets where the retailers agreed to reduce the price immediately and place the 20¢ price card, many consumers changed immediately from the Stag, Falstaff or Griesedieck they were drinking to Budweiser.

Commission's Exhibit 27-B

(463)

There were no competitive salesmen on the street Saturday and our St. Louis crew, which had been augmented by six men from the Kansas Branch, were able to work with no interference.

One of our salesmen reported at the meeting Saturday evening that he had met a Griesedieck driver who told him that all the Griesedieck drivers had a meeting with their Management on Friday evening. At that time they were told their story was to be that Budweiser had cheap-

Commission's Exhibit 27

ened the quality of their product in order to sell at local beer prices. This has not been verified and we have not received any further information as a result of contacts with the retail trade.

After our salesmen had a brief meeting on Saturday morning, they immediately left for their retail calls. A meeting was held beginning at 9:00 a.m. in the Reception Room of the Bottling Plant with all the St. Louis drivers and driver salesmen. This group totaled about 100 men. At this meeting we explained the story which we wanted our men to give to the retail trade concerning the reasons for our price reduction and the objectives which we had, especially in the on-sale outlets. The meeting lasted for approximately 2½ hours, and I am sure it will be productive of some good work on the part of this large group of men in reaching our objectives.

There is very little information I can give you concerning activities today, and I will telephone you as soon as we have some indications as to how sales are progressing.

I was not able to contact Mr. Bien until very late Sunday night, so that the transfer of some Chicago men had to be delayed until today. Twelve of them are scheduled to arrive here by plane about 3:00 p.m. and will be on the street the balance of the afternoon and this evening.

I had a brief meeting this morning with General Hardy and some of the Production Department personnel, to set up plans for an operation that will be geared to three or four times our previous daily normal.

Rapid progress is being made in obtaining additional delivery equipment, and it appears that the situation is at least temporarily under control.

J. Hallquist, Jr.

Commission's Exhibit 28

(464)

All hotels have changed price — Bud the same as locals — 25 — 30 — 35 etc. All 16 changes have changed or will change Monday.

Bettendorf, who changed Friday night,—required 2 truck loads of beer on Saturday to Hampton Village Store—one load to So. Grand store.

Small store at which Mannshardt trades used 10 cs in Jan.—50 a month since then estimates he will sell almost nothing but Budweiser—total beer sales 200 cs per week. Ordered 100 Bud for Monday—100 more for Thursday.

Consumers are happy—when 20¢ price card goes up they switch immediately from Stag — Gries — Falstaff & start drinking Budweiser.

No competitive salesman on street Saturday—so we stole the show. What their story will be Monday is not known.

Griesedieck driver told our salesman who is a personal friend that all Griesedieck drivers had a meeting and their story will be that Budweiser's quality (465) has been cheapened in order to sell at a lower price and it is not the same beer.

We had anticipated a story of this kind and hit it hard in our meeting with our drivers Saturday.

Had 2 hour meeting—drivers will go all out starting Monday and will try to knock prices down.

Commission's Exhibit 28

Two problems still remain:

- 1) Changing over bar price in remainder of places.
- 2) Building adequate inventories in every outlet.

On Monday — we will begin telephone solicitation to do 2 things:

- 1) Officially notify everyone as soon as possible.
- 2) Try to get larger orders.

Commission's Exhibit 29-A

(466)

June 22, 1954

Mr. J. E. Barsi:

This report covers the information given to Mr. Busch on Monday evening, June 21.

Our salesmen, together with the Kansas City group made 458 calls. Of this number:

278 immediately changed their price to the consumer.

80 indicated they would change when their floor stocks are depleted.

56 outlets were either closed or the owners were not in.

The remainder of the outlets had a variety of reasons and only seven outlets indicated they will not change their price.

Mr. Busch asked me whether I thought the 20¢ price was definitely established in the St. Louis market, and I indicated to him I felt our major problem on this score is past us.

Shown below is a table of Monday and Tuesday sales, comparing the current period with a week ago and a year ago.

Monday	June 21, 1954	13,775
	June 14, 1954	8,166
	June 22, 1953	7,967
Tuesday	June 22, 1954	17,000
	June 15, 1954	11,750
	June 23, 1953	8,156

Commission's Exhibit 29

The 17,000 indicated for Tuesday is necessarily an estimated figure because a very high percentage of our business is done from route wagons, and definite determination as to our sales is not possible until all of the trucks have returned to the plant and checked in. In other words, Tuesday's figures will not be authentic until approximately midnight Tuesday night.

The general flow of orders, however, is increasing very nicely, especially from the grocery stores and package stores. Increasing the size of orders in taverns, however, is a very definite problem and one we are trying to meet with every bit of skill at our command. In many of the taverns the lack of credit is a problem, and all of the local breweries sell these outlets, generally, for cash. We are prepared to extend credit wherever it is justified.

It is a real problem to get the retailers in on-premise accounts to fully realize their sales of Budweiser will go, in many instances, from a poor fourth to the leading seller. In many instances taverns will, in my opinion, use from 50 to 100 cartons of Budweiser compared to the 5 to 10 they presently sold per week.

Commission's Exhibit 29-B

(467)

There is also a problem of getting retailers to devote adequate cooling facilities for Budweiser and to reduce the cooling facilities now given to other brands. All of the salesmen have been thoroughly briefed both on trying to trade up orders, to obtain adequate cooling space, and to arrange for any number of deliveries per week that are necessary to keep retailers supplied.

Commission's Exhibit 29

Twelve men from the Chicago Logan and Chicago Kimbark Branches arrived at 5:00 p.m. on Monday evening and immediately went out on the street, paired off with St. Louis salesmen, to solicit draught beer business. They were paired off in order that they could have an opportunity of learning the local situation. These twelve men were sent out alone today, each using our regular route book.

You, no doubt, have heard already that the Schenberg markets advertised Budweiser at \$2.29 per carton, which is 6¢ under our cost to the retailer — for 24/12-oz. returnable bottles. A neighboring outlet advertised this same price on Tuesday evening. Steps have been taken to have these cut prices cease by the time the time limit of Wednesday evening expires.

Both the Falstaff and Griesedieck drivers have been telling the story concerning the change in Budweiser quality. However, it does not appear that any problem will be created by them. The main complaints we have received to date have concerned our failure to reimburse retailers for the floor stock on hand, and this especially in view of our previous sudden reduction in price. It is, however, not enough to become concerned about.

Pabst Blue Ribbon announced at noon yesterday that they were reducing all their prices to be exactly the same as ours and local breweries.

Considerable response has been had from the grocery chains in advertising reduced prices for Budweiser and copies of the ads that appeared Monday and Tuesday morning are enclosed for your information. It is my understanding that very considerable number of smaller groceries will advertise in community newspapers and their own hand bills.

Commission's Exhibit 29

New package beer accounts are being obtained, and it is my opinion we will wind up with practically 100% distribution. All of the men have been adding additional packages in existing retail outlets and we are trying to establish take-home departments in as many taverns as possible. About 80% of the outlets called on yesterday had either changed their price already or indicated they would change either immediately or as soon as floor stocks were adjusted. Many outlets had reduced their over-the-bar price without having had a visit from the salesman or a telephone call from the office.

It appears that our major problem from here on in will be in getting adequate orders from retailers and having adequate cooling space in retail outlets devoted to Budweiser.

J. Hallquist, Jr.

Att.

Commission's Exhibit 30-A

(468)

TUESDAY—JUNE 22nd, 1954

Dist. #1	Nykiel	18 calls	5 immediately—5 when floor stock is depleted—6 will not change—2 closed
Dist. #1	Martin	24 calls	9 already changed—3 immediately—8 undecided—3 when floor stock is depleted—1 will not change
Dist. #1	Lockman	19 calls	17 already changed—1 when floor stock is depleted—1 undecided
Dist. #2	Maggio	24 calls	14 immediately—3 already changed—4 closed—2 owners not in—1 will not change
Dist. #2	Philben	15 calls	6 immediately—2 7 oz. bottles only—1 out of business—4 owners not in—2 when floor stock is gone
Dist. #2	Wall	13 calls	9 immediately—1 will not change—3 undecided
Dist. #3	Capito	24 calls	4 owners not in—1 closed—17 immediately—2 will not change
Dist. #3	O'Neil	17 calls	1 out of business—8 immediately—5 when floor stock is gone—2 will change Wednesday—1 out of business
Dist. #3	Byers	14 calls	2 will not change—7 when floor stock is gone—5 immediately
Dist. #4	Brencick	15 calls	11 immediately—1 closed—2 when floor stock is gone—1 undecided
Dist. #4	Karas	17 calls	8 immediately—2 when floor stock is gone—3 owners not in—3 closed—1 prospect
Dist. #5	Parker	11 calls	7 immediately—1 when floor stock is gone—1 will not change—2 closed

Commission's Exhibit 30

Dist. #5	Kasper	13 calls	8 already changed—4 immediately—owner not in.
Dist. #5	McNally	14 calls	7 immediately—3 when floor stock is gone—2 owners not in—1 will not change—undecided
Dist. #5	Huebner	17 calls	9 immediately—1 will not change—1 already changed—5 when floor stock is gone—1 owner not in.
Dist. #6	Miller	14 calls	12 immediately—2 when floor stock is gone
Dist. #6	Brownstein	13 calls	11 immediately—1 Prospect—1 owner not in.
Dist. #6	Langley	13 calls	2 immediately—7 when floor stock is gone—2 will not change—2 closed
Dist. #7	Fulton	16 calls	12 immediately—2 will not change—2 when floor stock is gone
Dist. #7	Heaven	8 calls	4 already changed—3 will not change—1 when floor stock is gone

Commission's Exhibit 30-B

(470)

Dist. #8	Shenk	11 calls	3 immediately—1 when floor stock is gone—2 undecided—3 owners not in—2 closed
Dist. #8	Nekas	12 calls	3 closed—4 when floor stock is gone—1 already changed
Dist. #9	Brogen	17 calls	2 closed—3 owners not in—12 immediately
Dist. #9	Bosch	13 calls	10 immediately—1 closed—1 when floor stock is gone—1 undecided
Dist. #9	Christian	15 calls	10 immediately—2 closed—1 Prospect—2 when floor stock is gone
Dist. #10	Geary	16 calls	3 when floor stock is gone—1 Prospect—12 immediately

Commission's Exhibit 30

Dist. #10	Theobald	15 calls	9 immediately—4 owners not in—1 undecided—1 will not change
Dist. #10	Lohr	15 calls	12 immediately—2 will not change—1 already changed
Dist. #11	Lucas	16 calls	8 immediately—4 already changed—4 when floor stock is gone
Dist. #12	Williams	18 calls	10 already changed—6 immediately—2 when floor stock is gone
Dist. #12	Palermo	17 calls	8 already changed—5 immediately—2 when floor stock is gone—1 undecided—1 does not buy
Dist. #13	Kroll	17 calls	10 immediately—1 when floor stock is gone—6 already changed
Dist. #15	Bohn	13 calls	13 already changed
Dist. #16	Shunick	20 calls	11 immediately—9 when floor stock is gone
		534 Calls	258 immediately
			77 when floor stock is gone
			30 will not change
			25 closed
			89 already changed
		258	19 undecided
		89	24 owners not in
		—	4 Prospects
		347	2 will change Wednesday
		77	3 out of business
		—	2 handles 7 oz. only
		424	1 does not buy Budweiser

Commission's Exhibit 30-C

(471)

NOTES

Martin — 2338 Olive and 2345 Olive — will not change — are going to have a meeting could give no good reason

Also on Market Street 1500 to 1700 and also some in the 1800 block will not change — Reason given is because Schlitz is coming into St. Louis and are planning to buy Hyde Park Brewery and want to see what happens

Palermo — Stag Driver made remark they will hold their price until the summer months is over.

Some made the remark we are crucifying the little fellow — meaning Falstaff and Stag — Salesman explained these two Breweries are far from being little that Falstaff is a regional beer.

Lockman Beaumont Tavern — Had been using 50 cases of Stag and converted to Budweiser weekly

Quality seemed to be an important discussion — Stag is working on a plan to arm their men on the quality story

Some asked about Faust and Mr. Hallquist said to answer this question by saying "We want to give the people in St. Louis the privilege of tasting Budweiser at a price they can afford

Some made the remark they are afraid to stock in too much Budweiser because Stag may come down in Price — Hallquist told them all to display newspaper article which contradicts this fact

Commission's Exhibit 30

Empty bottle problem — some complained about having a lot of money tied up in empty bottles — Mr. Hallquist said we will send empty shells, but not to encourage this procedure.

Discussion regarding Katz and Walgreen — one salesman reported that Katz at 8th and Washing had not changed their price —

Bob Fuegner reported that Francis Katz told him they would not have an overall standing price, but that all Katz stores would meet competitive prices in their respective neighborhoods

One salesman thought Grocer Store demonstrations would be helpful but Mr. Hallquist explained that we do not have the available manpower for this at the time being.

Salesmen were approached because no letter of notification had been mailed and Mr. Hallquist explained reason for this.

Special advertisement did not appear

Flotken mkt 385

500

885 cases

today

Commission's Exhibit 31

(472)

June 25, 1954

Mr. J. E. Barsi:

This is a recap of the information given you by telephone at the Los Angeles Brewery on *Wednesday, June 23, 1954*. The comparison of sales is shown immediately below:

Tuesday,	June 22, 1954	17,145	
	June 23, 1953	8,156	
		<hr/>	
	Variance	8,989	110.2% increase
	June 15, 1954	11,804	
Wednesday,	June 23, 1954	18,000	
	June 24, 1953	8,861	
		<hr/>	
	Variance	9,139	103.1% increase
	June 16, 1954	9,177	

The sales organization made a total of 534 retail calls.

258 outlets changed their prices immediately

89 outlets had already changed

77 indicated they would change when their floor stock was exhausted.

30 stated they would not change their price.

Of the remaining outlets some were closed, some owners were undecided, and from the remainder we have a miscellaneous group of reports.

A common request voiced by retailers was for information as to when the prices at the ball park would be re-

Commission's Exhibit 31

duced, and some retailers indicated they would wait with their reduction until the next ball game scheduled for July 5.

We are hearing increased comments from retailers concerning their \$1.20 loss in gross profit because of their reduction in the selling price of Budweiser to 20¢ per bottle.

Food and liquor stores generally are giving Budweiser top display positions in their stores and many are building mass selling displays of their own volition.

We are hearing increasing amounts of comment by other breweries driver and salesman personnel concerning the quality of Budweiser. Some of our salesmen stated that a number of retailers indicated fear of stocking too much Budweiser because other brands might reduce their price. However, the (473) Globe-Democrat carried an article Wednesday on beer prices in St. Louis. In this article the various executives of Stag, Griesedieck and Falstaff stated emphatically that there were no plans to reduce prices. Our salesmen were told to use this newspaper article wherever mention was made that the locals might reduce price.

I have previously reported concerning the Schenberg market \$2.29 price and phenomenal sales of Budweiser. The Flotken supermarkets reduced their price in their two stores and on Wednesday received 385 cartons in the morning and an additional 500 cartons were scheduled for delivery in the afternoon.

I believe this covers the major points discussed with you by telephone.

J. Hallquist, Jr.

(474)

Commission's Exhibit 32

[COPY OF WESTERN UNION TELEGRAM]

June 25, 1954

Mr. J. E. Barsi

c/o August A. Busch, Jr. Party

Santa Fe Business Car

Santa Fe Train No. 24 Eastbound

Arriving 5:55 P.M. Central Standard Time

Amarillo, Texas

THURSDAY SALES 19,259. ESTIMATING FRIDAY 20,000. PRICE
REDUCTION RETAIL OUTLETS FOLLOWING USUAL PATTERN.
STAG FULL PAGE QUALITY ADVERTISEMENT THURSDAY
NIGHT PAPER. RADIO BROADCAST OF LETTER TO RETAILERS.
NO ADVERSE REACTION AS YET OR EXPECTED. FULL OPERA-
TIONS SATURDAY—THIRTY-FIVE SALESMEN, ALL TRUCKS
AND GIRLS ON TELEPHONE SOLICITATION. WILL MEET YOU
AT UNION STATION.

J. Hallquist, Jr.

Anheuser-Busch, Inc.

Commission's Exhibit 33

(475)

June 25, 1954

Mr. J. E. Barsi:

This is a resume of the information given you on *Thursday morning, June 24*. The sales comparisons are shown below:

Wednesday, June 23, 1954	21,000	
June 24, 1953	8,861	
	<hr/>	
Variance	12,139	137% increase
June 16, 1954	9,177	
Thursday, June 24, 1954	18,000 est.	
June 25, 1953	8,105	
	<hr/>	
Variance	9,895	122.1% increase
June 17, 1954	10,014½	

Our salesmen made a total of 625 calls.

312 outlets immediately changed the price.

85 had already changed

95 will change when floor stock is exhausted

28 indicated they would not change

35 owners were not in

Miscellaneous reasons were given for the balance of the calls.

There has been some noticeable stiffening in attitude on the part of retailers to change their over-the-bar price,

Commission's Exhibit 33

which probably results from the contact by competitive breweries drivers and salesmen. I noticed in the retail calls I made that in the outlets where the price had been reduced, the sign which had been erected had been removed by the owner or his employees. In such outlets consumers were still drinking Falstaff and Stag and apparently did not fully realize that Budweiser could be purchased at that particular outlet for 20¢.

Our salesmen have been instructed after they have set up the bar to speak briefly with each consumer, letting him know that Budweiser can be purchased at the same price as locals in almost every tavern in the city.

Our salesmen have been reporting an increasing number of incidents where the consumer himself has become involved in a discussion with retailers who are attempting to continue the 25¢ price.

I also read to you over the telephone the letter, of which a copy is attached, released by the Griesedieck Western Brewing Company to the retail trade.

J. Hallquist, Jr.

Att.

Commission's Exhibit 34

(477)

B U L L E T I N

*We are inviting the people of
St. Louis and St. Louis County to*

MAKE THE BUDWEISER TEST

WE ARE ADDRESSING those of you who may not know the golden goodness of Budweiser...those of you who have been drinking ordinary beers.

WE WANT YOU to know why Budweiser has been enjoyed by more people than any beer in history. We want you to know why Budweiser today is the largest-selling beer in the world. We want you to know that this leadership has been earned at premium prices — justified by premium ingredients and the costliest brewing process known.

Now You can make

the Budweiser Test

at the same prices you pay for ordinary Beers

Available at all restaurants, taverns, food and liquor stores—in bottles—in cans—on draught.

WE ASK YOU TO DO THIS:

Drink Budweiser exclusively for 5 days. Then try any other beer. We believe your good taste will tell you to make Budweiser the beer of your lifetime, too.

Commission's Exhibit 34

*In what other beer
can you get all this?*

- The taste created by the *costliest* brewing process on Earth.
- Much, much *longer* than average ageing.
- *All* natural carbonation *all* of the time.
- True lagering... fermented not *once* but *twice*.
- *Choicest* hops, rice and *best* barley malt... as our label proudly states.
- The *pride of serving* the world's most famous beer.

B U D W E I S E R

ANHEUSER-BUSCH, INC.

St. Louis ● Newark ● Los Angeles

478



JUST THINK OF IT!

At Taverns and Restaurants in
St. Louis and St. Louis County...

YOU CAN NOW ENJOY
Budweiser®

AT ORDINARY
BEER PRICES!

This is the same supreme-quality Budweiser that:

- Still sells at premium prices around the world...
- Is brewed by the costliest process on earth...
- From choicest hops, rice, and best barley malt...
- Aged much, much longer than average, truly lagered...
fermented not once, but twice...
- And all naturally carbonated all of the time.

POST JUL 23 1964



ANHEUSER-BUSCH, INC.
ST. LOUIS
NEWARK • LOS ANGELES

GUIDED TOURS OF THE ANHEUSER-BUSCH
BREWERY DAILY, MONDAY THRU SATURDAY.
YOU'RE WELCOME! PHONE PR 3-3100 FOR DETAILS.

Commission's Exhibit 36



Kind of Sale
Auction!

OFFICIAL TRADE COMMISSION
BOTTLED BY THE
ANHEUSER-BUSCH
BREWING CO. ST. LOUIS, MO.
BOTTLED BY THE
ANHEUSER-BUSCH
BREWING CO. ST. LOUIS, MO.

To all our friends in
St. Louis and St. Louis County



Now you can enjoy Budweiser at
ORDINARY BEER PRICES

THE SAME BUDWEISER that still sells
at premium prices around the world
(for Budweiser costs more to brew
and age)...

THE SAME BUDWEISER that outsells
any other beer in the world (at any
price)...

THE SAME BUDWEISER that is... and
always will be produced from choic-
est hops, rice and best barley malt by
the original Anheuser-Busch process
...the *costliest* on Earth...the only
way Budweiser can be brewed...

THE SAME BUDWEISER that is ferment-
ed not once but twice, aged much
longer than average, all-naturally
carbonated all the time...

THE SAME BUDWEISER that pleases
your taste as no other beer can do.

**MAKE YOUR BUDWEISER
TEST NOW-LET YOUR OWN
GOOD TASTE TELL YOU WHY
BUDWEISER TODAY IS THE
LARGEST-SELLING BEER IN
ST. LOUIS...AND THE WORLD.**

Budweiser®

LAGER BEER

ANHEUSER-BUSCH, INC.
ST. LOUIS - NEWARK - LOS ANGELES

OFFICIAL TRADE COMMISSION
BOTTLED BY THE
ANHEUSER-BUSCH
BREWING CO. ST. LOUIS, MO.
BOTTLED BY THE
ANHEUSER-BUSCH
BREWING CO. ST. LOUIS, MO.

ST. LOUIS, MO.
JAN 24 1914
JAN 24 1914

Poured and praised
by more people than any
other beer on Earth...



And now, in St. Louis and
St. Louis County you can enjoy

Budweiser®
at ordinary prices!

LARGEST SELLING BEER IN ST. LOUIS AND THE WORLD

ANHEUSER-BUSCH, INC. ST. LOUIS

GLORF 10 1954



182



Just think of it!

**In St. Louis and St. Louis County
YOU CAN TAKE HOME**

**Budweiser®
AT ORDINARY PRICES**



This is the same supreme-quality Budweiser that:

- Still sells at premium prices around the world...
- Is brewed by the costliest process on Earth...
- Is brewed from choicest hops, rice, and best barley malt...
- Is aged much, much longer than average, truly lagered...
fermented not once, but twice...
- Is all naturally carbonated all of the time.



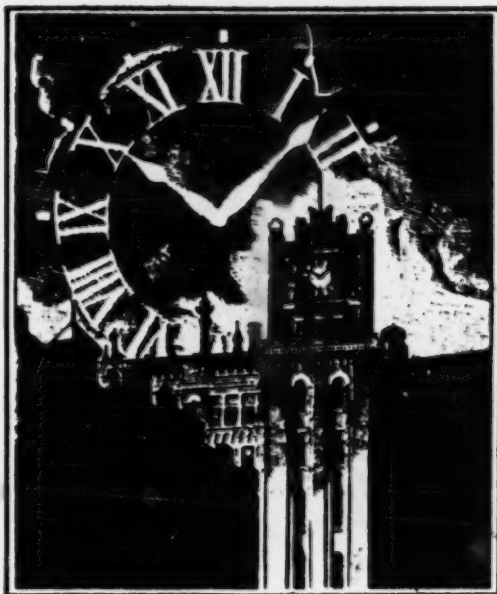
U. S. DEPT.

GLOBE JUL 27 1964

TODAY... FIRST IN SALES IN ST. LOUIS... AND THE WORLD!

You're Welcome!

TAKE THE FASCINATING TOUR THROUGH THE WORLD'S LARGEST BREWERY



WORLD'S FAIR
GLOBE AUG 3 1904



EIGHT TOURS DAILY
MONDAY THRU SATURDAY

A. M.	P. M.
9:30	1:00
10:15	1:45
10:45	2:30
	3:15
	3:45

Just come to the main building at Broadway and Forests Streets. No need to make an appointment unless your group includes 25 or more people (call Prospect 3-3100).

SEE HOW BUDWEISER IS BREWED AND AGED...

BY THE COSTLIEST PROCESS ON EARTH!



If you'd like to see the most magnificent brewery in the world, it's right here in St. Louis... the home of Budweiser. And you're very welcome. Special guides are on hand to show you the giant copper brew kettles, the mechanical miracle of bottling,

and the things you see in no other brewery... the care and skill, time and expense it takes to produce the superior taste of Budweiser.

TODAY... LARGEST-SELLING BEER
IN ST. LOUIS... AND THE WORLD!

Budweiser®

NOW SOLD IN TAVERNS AND STORES IN ST. LOUIS AND ST. LOUIS COUNTY
AT ORDINARY PRICES

Part of Purchase Material

Book No. 637/ Cambridge's English No. 40

BY THE MASTER OF *Condemned Books*

DATE 9-20-57 WITNESS *Adeline S.*

ELECTREPORTER, INC.—Official Reporter

Budweiser. *quality*
at ordinary beer prices!

ANHEUSER-BUSCH, INC. ST. LOUIS

43

187

Guaranteed
Premium MARKS Gas
99¢ per gallon

WANT TO BUY
ANYTHING? Call
L. A. MEYER & SON
BIDDING CO.
1700 North 1st St. S. 4000
New Rochelle, N.Y. 10801

Who Not? Use This
But Not In Grass

THE OBSERVER
WANT ADS

CALL
STERLING
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MA. 9-8071
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and TV
REPAIRING
Commercial Stations

YALE

FOLGERS

COFFEE

1 LB. LUMP WITH
\$1.00 Additional Grocery
Purchase at store

98

BUDWEISER

CASE OF 24 BOTTLES

\$2.25

PLUS
DEPOSIT

FRESH DRESSED, PAN READY

FRYERS

3 WHOLE
FRYERS
FOR

\$1.98

(WHOLE ONLY)

Your Friendly TOMBOY Market

BERTS

7424 MURDOCH

OPEN DAILY 9 A.M. TO 9 P.M.
THURS. 9 A.M. TO 7 P.M.



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THURS. 9 A.M. TO 7 P.M.

STRAIGHT BREASTING POULTRY

FRYERS 35¢ **HENS 29¢**

YOUNG BAKERS 32¢

ING DUCKS 35¢

CUT UP CHICKENS!

BREAST LEGS THIGHS 79¢

WINGS 39¢ LIVERS 99¢

★ BRENTWOOD POULTRY ★

OPEN DAILY 9 A.M. TO 9 P.M.
8032 MANCHESTER RD. 9-9323

WORLD'S "LIVING" CHAMPION
Floyd Cordes KNOCKS
PRICES DOWN!

SAVE \$41.95

ON THIS FAMOUS
1954 AUTOMATIC
Whirlpool
WASHER

NEVER BEFORE
PRICED SO LOW!

FULL PRICE ONLY
\$188-

REGULAR RETAIL PRICE \$229.95

Act Now!

FLOYD CORDES
FURNITURE AND APPLIANCE COMPANY
S. E. Cor. 10th and Pine Sts.
MAIN 1-1307

OPEN EVENINGS MONDAY AND FRIDAY
Park Free While You Shop at 10th St. Garage next door

PRODUCE VALUES!

THURS. 9 A.M. TO 7 P.M.

BANANAS 5-39¢

NEW POTATOES 10-19¢

Yellow Meat PEACHES 4-59¢

WE GUARANTEE OUR WATERMELONS

COUNTY PRODUCE MKT.
8010 MANCHESTER RD. at Nelson Ave. WD. 5-5799

Commission's Exhibit 43

(488-B)

John Hallquist

St. Louis, Missouri

Mr. A. von Gontrad

July 13, 1954

F. P. Rollins, Jr.

In accordance with your memo of July 7, I called on the following four St. Louis County accounts.

1. Frank N. Schwartz
9936 Gravois

Out of Budweiser. I told Mr. Busch's story and he agreed to sell Budweiser at twenty cents per bottle as soon as the driver made delivery. Left my card and one silver dollar.

2. Edward M. Schaper
North Side Lindbergh & Old Barracks Road

Spent quite a little time with this man who is better known as Fat. When I left him, he was calling me Bud and I was calling him Fat. Spent \$3, left my card and one silver dollar. He agreed to reduce his price from twenty-five cents to twenty cents on next delivery of Budweiser.

3. Henry Kruger
7802 Gravois

This was quite a stop and at first was a pretty hard man to deal with. Has Griesidick Draught Beer. Spent \$8, left my card and one silver dol-

Commission's Exhibit 43

lar with the bartender. Kruger is now selling our 7 ounce for 15 cents, 12 ounce for 20 cents. I would say he is now cooperating. He is quite a chiseler but with development could become a draught account of ours if City Sales will follow up.

4. Brysons Tavern
Manchester

Selling our bottles for 20 cents and our cans to go out for 20 cents. This was a substitute call as Alex Kelley was closed.

Worked from 8 p.m. to 12 p.m. Total spending, \$15.

F. P. Rollins, Jr.

Commission's Exhibit 44

(489-B)

July 7, 1954

Mr. Frank Rollins:

You will recall that at the meeting Mr. Busch held with his staff the other day, everybody was willing and happy to cooperate in calling on accounts where we still show a 5¢ differential.

You know the story Mr. Busch told.

I would like to have you call on the following four accounts:

Frank N. Schwartz
9936 Gravois

Edward M. Schaper
North Side Lindbergh & Old Barracks Rd.

Henry Kruger
7802 Gravois

Alex Kelley
Ballwin Rd. E. of Kiefer Rd.,
R. 1, Ballwin, Mo.

Shall appreciate your reporting as each call is completed.

A. von Gontard

P.S. Please send me a memo of any expenses incurred.

Commission's Exhibit 45

From:
Jerry Walsh
St. Louis Branch

Draught and Bottle Beer Sales—St. Louis & St. Louis County
3.2% and 5%
January, 1953 - 1952

March 17th, 1953

	1952 D/B Bbls.	1953 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. of Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	8,801	8,137	(664)	(8%)	43%	81,543 372 Qts.	76,928 808 Qts. 7,992-36 oz.	3,813	5%	11%	14,756	14,306	(3%)	19%
Griese, Bros.	4,731	3,428	(1303)	(28%)	18%	172,419 4,359 Qts.	112,177 4,479 Qts.	(60,122)	(36%)	15%	17,668	12,003	(32%)	16%
Hyde Park	2,230	994	(1236)	(55%)	5%	35,491 1,644 Qts.	5,133 519 Qts.	(31,483)	(85%)	1%	4,965	1,416	(71%)	2%
Stag	3,259	3,026	(233)	(7%)	16%	411,238 11,622 Qts.	291,148 12,131 Qts. 2,740-36 oz.	(116,841)	(28%)	40%	34,233	25,505	(25%)	35%
Falstaff	3,985	3,037	(948)	(24%)	16%	244,082 180 Qts.	212,516 2,524 Qts.	(89,222)	(12%)	29%	21,719	18,705	(14%)	25%
Pabst		365	365		2%	7,205 1,535 Qts. 1,370- 36 oz.	10,115 885 Qts. 1,350-36 oz.	2,240	22%	2%	758	1,271	68%	2%
Schlitz						9,400 1,800 36 oz.	11,960 2,040-36 oz.	2,800	25%	2%	797	998	25%	1%
Total	23,006	18,987	(4019)	(17%)	100%	961,378 21,512 QT. 3,170 36- 7 oz.	719,977 21,346 QT. 14,122 36 7 oz.	(228,815)	(23%)	100%	94,896	74,204	(22%)	100%

Commission's Exhibit 46

1039

From:

Draught and Bottle Beer Sales—St. Louis & St. Louis County

April 14th, 1953

Jerry Walsh
St. Louis Branch

3.2% and 5%

February, 1953 - 1952

											BARREL EQUIVALENT			
	1952 D/B Bbls.	1953 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	8,609	8,453	(156)	(2%)	43%	60,789 219 Qts.	79,463 937 Qts.							
							8,527 7 oz.	27,919	46%	11%	13,042	14,853	14%	19%
Griese, Bros.	4,015	3,471	(544)	(14%)	18%	112,512 2,620 Qts.	117,768 5,009 Qts.	7,645	7%	16%	12,435	12,503	1%	16%
Hyde Park	1,792	952	(840)	(47%)	5%	20,427 889 Qts.	5,024 448 Qts.	(15,844)	(74%)	1%	3,361	1,361	(60%)	2%
Stag	2,966	3,140	174	6%	16%	276,154 7,849 Qts.	306,710 15,882 Qts.							
							3,309 7 oz.	41,898	15%	41%	23,771	27,148	14%	35%
Falstaff	3,360	3,153	(207)	(6%)	16%	169,943 132 Qts.	217,372 3,019 Qts.	50,316	30%	28%	15,708	19,222	22%	25%
Pabst		515	515		2%	5,595 541 Qts.	9,120 713 Qts.							
							1,055 7 oz.	4,512	63%	1%	525	1,365	260%	2%
Schlitz						7,150 2,000 7 oz.	13,080 200 Qts.							
							3,060 7 oz.	7,190	79%	2%	646	1,162	180%	1%
Total	20,742	19,684	(1058)	(5%)	100%	652,570 12,250 Qts. 3,055 7 oz.	748,537 26,208 Qts. 16,766 7 oz.	123,636	19%	100%	69,488	77,614	17%	100%

(492)

Commission's Exhibit 47

1040

From:

Jerry Walsh
St. Louis Branch

Draught and Bottle Beer Sales—St. Louis & St. Louis County

May 28th, 1953

3.2% and 5%

March, 1953 - 1952

	1952 D/B Bbls.	1953 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	8,179	9,369	1190	15%	43%	63,345 316 Qt.	87,402 1,114 Qt. 10,917 7 oz.	35,772	56%	11%	12,807	16,515	29%	19%
Giese, Bros.	4,133	3,787	(346)	(8%)	17%	133,088 3,236 Qt.	131,865 5,851 Qt.	1,392	1%	15%	14,106	13,925	(1%)	16%
Hyde Park	1,848	1,072	(776)	(42%)	5%	20,081 980 Qt.	5,348 543 Qt.	(15,170)	(72%)	1%	3,400	1,513	(56%)	2%
Stag	3,155	3,564	409	13%	17%	299,629 9,463 Qt.	347,759 20,139 Qt. 3,123 7 oz.	61,929	20%	41%	25,819	30,948	20%	35%
Falstaff	3,506	3,585	79	2%	17%	189,559 132 Qt.	248,631 3,565 Qt.	62,505	33%	28%	17,278	21,976	27%	25%
Pabst		365	365	100%	1%	5,661 835 Qt.	13,910 910 Qt.	8,384	101%	2%	607	1,582	161%	2%
Schlitz						1,815 7 oz. 6,350 2,000 7 oz.	1,875 7 oz. 12,660 200 Qt. 3,180 7 oz.	7,690	92%	2%	588	1,141	94%	1%
Total	20,821	21,742	921	4%	100%	717,713 14,962 Qt. 3,815 7 oz.	847,575 32,322 Qt. 19,095 7 oz.	162,502	22%	100%	74,605	87,600	17%	100%

Commission's Exhibit 48

From
Jerry Walsh
St. Louis Branch

Draught and Bottle Beer Sales—St. Louis & St. Louis County

June 10th, 1953

3.2% and 5%

April, 1953 - 1952

	1952 D/B Bbls.	1953 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	8,699	9,993	1294	15%	44%	91,044 568 Qts.	102,333 1,179 Qt. 13,842 7 oz.	25,742	28%	12%	15,362	18,413	20%	19%
Giese. Bros.	5,149	3,921	(1228)	(24%)	17%	183,185 5,023 Qt.	138,388 5,957 Qt.	(43,863)	(23%)	15%	18,931	14,542	(23%)	15%
Hyde Park	2,020	1,051	(969)	(48%)	5%	24,997 1,551 Qt.	5,503 583 Qt.	(20,462)	(77%)	1%	3,984	1,507	(62%)	2%
Stag	4,007	3,561	(446)	(11%)	16%	389,652 12,389 Qt. 8,249 7 oz.	371,099 18,437 Qt. 3,304 7 oz.	(17,450)	(4%)	40%	34,013	32,490	(4%)	35%
Falstaff	4,217	3,718	(499)	(12%)	16%	253,524 160 Qt.	268,991 4,008 Qt.	19,315	8%	28%	22,634	23,630	4%	25%
Pabst		450	450	100%	2%	6,045 1,166 Qt. 1,750 7 oz.	13,045 1,400 Qt. 1,930 7 oz.	7,414	8%	2%	663	1,655	150%	2%
Schlitz						13,845 2,925 7 oz.	19,207 200 Qt. 1,105 7 oz.	3,742	22%	2%	1,191	1,483	25%	2%
Total	24,092	22,694	(1398)	(6%)	100%	962,292 20,857 Qt. 12,924 7 oz.	918,566 31,764 Qt. 20,181 7 oz.	(25,562)	(3%)	100%	96,778	93,720	(3%)	100%

Commission's Exhibit 49

From
Jerry Walsh
St. Louis Branch

Draught and Bottle Beer Sales—St. Louis & St. Louis County
3.2% and 5%

May, 1953 - 1952

July 14th, 1953

	1952 D/B Bbls.	1953 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	9,719	10,745	1026	11%	44%	83,964 832 Qt. 383 7 oz.	124,327 1,633 Qt. 16,179 7 oz.	56,960	67%	13%	15,919	20,954	32%	20%
Griese. Bros.	5,195	4,181	(1014)	(19%)	17%	183,865 6,052 Qt.	157,316 7,127 Qt.	(25,474)	(13%)	15%	19,126	16,289	(15%)	15%
Hyde Park	1,941	1,103	(838)	(43%)	5%	27,446 1,580 Qt.	7,564 626 Qt.	(20,836)	(72%)	1%	4,086	1,713	(58%)	2%
Stag	4,314	3,764	(550)	(13%)	16%	430,509 19,142 Qt. 6,859 7 oz.	423,194 20,123 Qt. 3,762 7 oz.	(9,431)	(2%)	40%	37,850	36,666	(3%)	35%
Falstaff	4,303	3,967	(336)	(8%)	16%	275,870 1,292 Qt.	312,767 4,846 Qt.	40,451	15%	29%	24,452	27,136	11%	26%
Pabst	150	450	300	200%	2%	6,720 1,410 Qt. 1,000 7 oz.	13,060 1,070 Qt. 1,165 7 oz.	6,165	68%	1%	837	1,576	88%	1%
Schlitz						18,260 4,070 7 oz.	11,920	(10,410)	(47%)	1%	1,580	865	(45%)	1%
Total	25,622	24,210	(1412)	(6%)	100%	1,026,634 30,308 12,312	1,050,149 35,425 Qt. 21,106 7 oz.	37,425	4%	100%	103,850	105,199	1%	100%

Commission's Exhibit 50

Draught and Bottle Beer Sales—St. Louis & St. Louis County

August 20th, 1953

3.2% and 5%

June, 1953 - 1952

	3.2% and 5%					June, 1953 - 1952					BAPREL EQUIVALENT			
	1952 Dr. Br. Bbls.	1953 Dr. Br. Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	12,691	13,645	954	8%	45%	107,908 1,199 Qt. 2,161 7 oz.	148,890 1,895 Qts. 21,318 7 oz.	60,835	55%	12%	20,777	25,989	25%	20%
Griese. Bros.	5,428	4,861	(567)	(10%)	16%	211,008 7,546 Qt.	192,197 10,743 Qt.	(15,614)	(7%)	15%	21,474	19,850	(8%)	15%
Hyde Park	1,942	1,318	(624)	(32%)	4%	25,088 1,864 Qt.	8,557 581 Qt.	(17,814)	(66%)	1%	3,943	1,995	(49%)	1%
Stag	4,780	4,710	(70)	(1%)	16%	506,915 24,572 Qt. 9,581 7 oz.	547,503 30,499 Qt. 4,907 7 oz.	41,841	8%	42%	44,561	47,711	7%	36%
Falstaff	4,661	4,776	115	2%	16%	315,196 2,831 Qt.	394,774 6,808 Qt.	83,555	26%	29%	27,813	34,088	23%	26%
Pabst	312	815	503	16%	3%	10,425 1,720 Qt. 1,650 7 oz.	18,145 117 Qt. 150 7 oz.	4,617	33%	1%	1,340	2,153	161%	2%
Schlitz						21,640 2,940 7 oz.		(24,580)	(100%)		1,758			
Total	29,814	30,125	311	1%	100%	1,198,180 39,732 QT 16,332 7	1,310,066 50,643 QT 26,375 7	132,840	11%	100%	121,666	131,786	8%	100%

Commission's Exhibit 51

1044

Draught and Bottle Beer Sales—St. Louis & St. Louis County

Sept. 23rd, 1953

3.2% and 5%

July, 1953 - 1952

	3.2% and 5%					July, 1953 - 1952					BARREL EQUIVALENT			
	1952 Dr. Beer Bbls.	1953 Dr. Beer Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	13,743	13,449	(294)	(2%)	45%	122,422 1,315 Qt. 4,350 7 oz.	150,671 2,047 Qts. 24,262 7 oz.	48,893	38%	13%	23,033	26,124	13%	20%
Griese. Bros.	5,643	5,074	(569)	(10%)	17%	225,626 8,565 Qt.	199,726 11,872 Qt.	(22,593)	(10%)	15%	22,849	20,719	(9%)	16%
Hyde Park	1,956	1,443	(513)	(26%)	5%	23,506 1,919 Qt.	6,455 681 Qt.	(18,289)	(71%)	1%	3,848	1,977	(49%)	1%
Stag	5,054	4,814	(240)	(5%)	16%	516,892 26,709 Qt. 7,604 7 oz.	538,168 31,888 Qt. 4,155 7 oz.	23,006	4%	41%	45,640	47,225	3%	36%
Falstaff	4,996	4,918	(78)	(2%)	16%	342,467 3,892 Qt.	397,922 7,383 Qt.	58,946	17%	29%	30,231	34,514	14%	26%
Pabst	450	322	(128)	(28%)	1%	13,902 290 Qt. 575 7 oz.	7,320	(7,447)	(50%)	1%	1,523	853	(44%)	1%
Schlitz						16,015 2,620 7 oz.	900	(17,735)	(95%)		1,328	65	(95%)	
Total	31,842	30,020	(1822)	(6%)	100%	1,260,830 42,690 Qt. 15,149 7 oz.	1,301,162 53,871 Qt. 28,417 7 oz. 1,383,450 175	64,781	5%	100%	128,452	131,477	2%	100%
							1,208,450							

Commission's Exhibit 52

1045

Draught and Bottle Beer Sales—St. Louis & St. Louis County

October 20th, 1953

3.2% and 5%

August, 1953 - 1952

	3.2% and 5%					August, 1953 - 1952					BBLs. EQUIVALENT			
	1952 Dr. Beer Bbls.	1953 Dr. Beer Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	12,334	12,178	(156)	(1%)	47%	111,726 1,295 Qt. 5,498 7 oz.	137,089 2,276 Qt. 24,227 7 oz.	45,073	38%	15%	20,917	23,887	14%	22%
Griese, Bros.	5,346	3,999	(1347)	(25%)	15%	193,114 7,904 Qt.	141,478 9,629 Qt.	(49,911)	(25%)	13%	20,127	15,199	(24%)	14%
Hyde Park	1,750	1,061	(689)	(39%)	4%	17,037 1,596 Qt.	4,387 439 Qt.	(13,807)	(74%)	1%	3,147	1,422	(55%)	1%
Stag	4,849	3,922	(927)	(19%)	15%	434,815 24,188 Qt. 5,727 7 oz.	386,117 27,103 Qt. 4,342 7 oz.	(47,168)	(10%)	37%	39,112	34,845	(11%)	32%
Falstaff	4,505	4,292	(213)	(5%)	17%	300,626 3,938 Qt.	336,875 6,766 Qt.	39,077	13%	30%	26,705	29,397	10%	27%
Pabst	450	537	87	19%	2%	12,005 2,190 Qt. 1,545 7 oz.	27,286 1,215 Qt. 1,801 7 oz.	14,562	92%	3%	1,632	2,749	68%	2%
Schlitz						9,825 1,010 7 oz.	21,950 220 Qt. 2,250 7 oz.	13,585	125%	1%	777	1,757	126%	2%
Total	29,234	25,989	(3,245)	(11%)	100%	1,079,148 41,111 qt. 13,780 7 oz.	1,055,182 47,648 qt. 32,620 7 oz.	1,411	—	100%	112,411	109,256	(3%)	100%

Commission's Exhibit 53

1046

Draught and Bottle Beer Sales—St. Louis & St. Louis County

Nov. 12th, 1953

3.2% and 5%

September, 1953 - 1952

	1952 Dr. Beer Bbls.	1953 Dr. Beer Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	BARREL EQUIVALENT			
											1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	11,346	11,680	334	3%	45%	93,716 1,174 Qt. 6,039 7 oz.	126,736 2,110 Qt. 24,038 7 oz.	51,955	51%	13%	18,645	22,610	21%	21%
Griese, Bros.	4,713	4,097	(616)	(13%)	16%	167,720 7,045 Qt.	148,966 9,776 Qt.	(16,023)	(9%)	14%	17,568	15,855	(10%)	14%
Hyde Park	1,450	1,062	(388)	(27%)	4%	13,479 1,210 Qt.	3,823 377 Qt.	(10,489)	(71%)	1%	2,545	1,376	(46%)	1%
Stag	4,215	4,368	153	4%	17%	393,489 23,329 Qt. 5,136 7 oz.	408,386 26,689 Qt. 4,066 7 oz.	17,187	4%	39%	23,358	36,850	4%	34%
Falstaff	4,392	4,263	(129)	(3%)	16%	273,343 3,766 Qt.	340,266 6,816 Qt.	69,973	25%	30%	24,595	29,619	20%	27%
Pabst	334	430	96	29%	2%	10,480 650 Qt. 950 7 oz.	14,210 1,285 Qt. 1,090 7 oz.	4,505	37%	1%	1,218	1,654	36%	2%
Schlitz						8,970 1,945 7 oz.	18,855 615 Qt. 1,225 7 oz.	9,780	90%	2%	774	1,506	95%	1%
Total	26,450	25,900	(550)	(2%)	100%	961,197 37,174 Qt. 14,070 7 oz.	1,061,242 47,668 Qt. 30,419 7 oz.	126,888	13%	100%	100,703	109,470	9%	100%

Commission's Exhibit 54

1047

Draught and Bottle Beer Sales—St. Louis & St. Louis County

Dec. 10th, 1953

3.2% and 5%

October, 1953 - 1952

	1952 Dr. Beer Bbls.	1953 Dr. Beer Sales	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	11,157	10,822	(335)	(3%)	46%	97,663 1,118 Qt. 6,699 7 oz.	116,013 1,790 Qts. 24,644 7 oz.	36,967	35%	14%	18,779	20,980	12%	21%
Griese Bros.	4,593	3,791	(802)	(17%)	16%	157,934 6,568 Qt.	134,037 8,683 Qt.	(21,782)	(13%)	14%	16,691	14,359	(14%)	14%
Hyde Park	1,402	923	(479)	(34%)	4%	10,084 929 Qt.	2,830 288 Qt.	(7,895)	(72%)	—	2,224	1,157	(48%)	1%
Stag	4,175	3,542	(633)	(15%)	15%	373,929 16,856 Qt. 4,064 7 oz.	348,682 24,418 Qt. 3,265 7 oz.	(18,484)	(5%)	36%	33,204	31,420	(5%)	32%
Falstaff	4,269	4,012	(257)	(6%)	17%	269,320 3,655 Qt.	328,708 6,521 Qt.	62,254	23%	32%	24,170	28,501	18%	29%
Pabst	322	537	215	67%	2%	9,280 877 Qt. 1,625 7 oz.	8,455 290 Qt. 800 7 oz.	(2,237)	(19%)	1%	1,183	1,230	3%	1%
Schlitz						14,145 2,950 7 oz.	23,585 260 Qt. 2,115 7 oz.	8,865	52%	3%	1,214	1,871	54%	2%
	25,918	23,627	(2,291)	(9%)	100%	932,355 30,003 Qt. 15,338 7 oz.	962,310 42,250 Qt. 30,824 7 oz.	57,688	6%	100%	97,465	99,518	2%	100%

Commission's Exhibit 55

1048

Draught and Bottle Beer Sales—St. Louis & St. Louis County

Jan. 29, 1954

3.2% and 5%

November, 1953 - 1952

	1952 Dr. Beer Bbls.	1953 Dr. Beer Sales	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch		9,253	315	4%	46%		91,614 1,328 Qts. 20,075 7 oz.	17,447	18%	13%		17,306	9%	21%
Griese. Bros.	3,795	3,273	(522)	(14%)	16%	133,405 5,416 Qt.	117,496 7,129 Qt.	(14,196)	(10%)	15%	14,001	12,491	(8%)	15%
Falstaff	3,446	3,391	(55)	(2%)	17%	234,888 3,116 Qt.	284,750 5,054 Qt.	51,800	22%	34%	20,795	24,547	18%	30%
Hyde Park	1,097	808	(289)	(26%)	4%	8,269 809 Qt.	2,615 230 Qt.	(6,233)	(69%)	—	1,775	1,021	(42%)	1%
Stag	3,285	3,025	(260)	(8%)	15%	328,207 16,945 Qt.	288,466 16,037 Qt.	(40,603)	(12%)	36%	28,940	25,711	(11%)	3%
Pabst	317	322	5	2%	2%	3,052 7 oz. 6,345 50 Qt.	3,098 7 oz. 8,955 600 Qt.	2,510	34%	1%	850	1,057	24%	1%
Schlitz						1,075 7 oz. 6,810 200 Qt.	425 7 oz. 5,750 1,200 7 oz.	(2,100)	(23%)	1%	643	493	(23%)	1%
	20,878	20,072	(806)	(4%)	100%	2,040 7 oz. 805,573 27,708 Qt. 12,916 7 oz.	799,646 30,378 Qt. 24,798 7 oz.	8,625	1%	100%	82,847	82,626	—	100%

Commission's Exhibit 56

1049

Draught and Bottle Beer Sales—St. Louis & St. Louis County

Feb. 15th, 1954

3.2% and 5%

December, 1953 - 1952

	1952 Dr. Beer Bbls.	1953 Dr. Beer Sales	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1952 Package Beer Sales	1953 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1952 Draught & Pkg.	1953 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	10,108	10,029	(79)	(1%)	46%	102,194 1,030 Qt. 8,255 7 oz.	117,683 1,397 Qt. 24,157 7 oz.	31,758	28%	14%	18,149	20,239	12%	21%
Griese. Bros.	4,268	3,463	(805)	(19%)	16%	161,459 5,908 Qt.	137,372 7,685 Qt.	(22,310)	(13%)	14%	16,558	14,177	(14%)	15%
Falstaff	3,875	3,686	(189)	(5%)	17%	286,223 3,357 Qt.	343,634 5,569 Qt. 825 7 oz.	60,448	21%	34%	24,973	29,219	17%	30%
Stag	3,668	3,334	(334)	(9%)	15%	387,491 16,158 Qt. 3,337 7 oz.	360,045 19,010 Qt. 2,944 7 oz.	(24,987)	(6%)	36%	33,568	31,493	(6%)	32%
Hyde Park	1,209	816	(393)	(33%)	4%	8,640 680 Qt.	2,530 178 Qt.	(6,612)	(71%)	—	1,902	1,017	(47%)	1%
Pabst	473	537	64	14%	2%	8,970 515 Qt. 950 7 oz.	6,640 390 Qt. 575 7 oz.	(2,830)	(27%)	1%	1,235	1,093	(11%)	1%
Schlitz						13,720 1,940 7 oz.	5,220 40 Qt. 1,010 7 oz.	(9,390)	(60%)	1%	1,118	447	(60%)	—
Total	23,601	21,865	(1,736)	(7%)	100%	968,697 27,648 Qt. 14,482 7 oz.	973,124 34,269 Qt. 29,511 7 oz.	26,077	3%	—	97,503	97,685	—	100%

Commission's Exhibit 57

1050

From:
Jerry Walsh
St. Louis Branch

Draught and Bottle Beer Sales—St. Louis & St. Louis County

March 10th, 1954

(3.2% and 5%)

January, 1954 - 1953

	1953 D/B Bbls.	1954 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1953 Package Beer Sales	1954 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1953 Draught & Pkg.	1954 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	8,137	7,815	(322)	(4%)	46%	76,928 808 Qts. 7,992 7 oz.	85,734 1,120 Qt. 20,428 7 oz.	21,554	25%	15%	14,306	15,443	1,137	21%
Griese. Bros.	3,428	2,719	(709)	(21%)	16%	112,177 4,479 Qt.	93,614 5,879 Qt.	(17,163)	(15%)	13%	12,003	10,083	(1,920)	14%
Hyde Park	994	680	(314)	(32%)	4%	5,133 519 Qt.	1,534 116 Qt.	(4,002)	(71%)	—	1,416	802	(614)	1%
Stag	3,026	2,630	(396)	(13%)	15%	291,148 12,131 Qt. 2,740 7 oz.	255,344 14,304 Qt. 2,691 7 oz.	(33,680)	(11%)	36%	25,505	22,718	(2,787)	32%
Falstaff	3,037	2,933	(104)	(3%)	17%	212,516 2,524 Qt.	245,662 4,168 Qt. 881 7 oz.	35,671	17%	34%	18,705	21,222	2,517	29%
Pabst	365	379	14	4%	2%	10,115 885 Qt.	8,770 400 Qt.	(2,755)	(22%)	1%	1,271	1,081	(190)	2%
Schlitz						1,350 7 oz. 11,960 2,040 7 oz.	425 7 oz. 7,665 150 Qt. 1,060 7 oz.	(5,125)	(37%)	1%	998	638	(360)	1%
Total	18,987	17,156	(1831)	(10%)	100%	719,977 21,346 Qt. 14,122	698,323 26,137 Qt. 25,485 7 oz.	(5,500)	(1%)	100%	74,204	71,987	(2,217)	100%

Commission's Exhibit 58

1051

From:

Draught and Bottle Beer Sales—St. Louis & St. Louis County

April 1st, 1954

Jerry Walsh
City Sales Dept.

3.2% and 5%

February, 1954 - 1953

	1953 D/B Bbls.	1954 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1953 Package Beer Sales	1954 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	BARREL EQUIVALENT			
											1953 Draught & Pkg.	1954 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	8,453	8,588	135	2%	47%	79,463 937 Qts. 8,527 7 oz.	98,163 1,454 Qts. 22,003 7 oz.	32,693	37%	15%	14,853	17,250	16%	22%
Grise, Bros.	3,471	2,865	(606)	(17%)	16%	117,768 5,009 Qts.	100,346 6,804 Qts.	(15,627)	(13%)	13%	12,503	10,806	(14%)	14%
Hyde Park	952	703	(249)	(26%)	4%	5,024 448 Qt.	1,435 70 Qts.	(3,967)	(72%)		1,361	814	(40%)	1%
Na	3,140	2,819	(321)	(10%)	15%	306,710 15,882 Qt. 3,309 7 oz.	271,426 16,880 Qt. 2,565 7 oz.	(35,030)	(11%)	36%	27,148	24,315	(10%)	31%
Fab	3,153	3,156	3	—	17%	217,372 3,019 Qt.	273,809 4,954 Qt. 1,096 7 oz.	59,468	27%	34%	19,222	23,578	23%	30%
Pabst	515	295	(220)	(43%)	1%	9,120 713 Qt.	4,815 400 Qt.	(5,898)	(50%)	1%	1,365	720	(47%)	1%
Schlitz						1,870 7 oz. 13,080 200 Qt.	590 7 oz. 6,860 20 Qt.	(8,390)	(51%)	1%	1,162	569	(51%)	1%
Total	19,684	18,426	(1258)	(6%)	100%	748,537 26,208 Qt. 16,766 7 oz.	756,854 30,582 Qt. 27,324 7 oz.	23,249	3%	100%	77,614	78,052	—	100%

Commission's Exhibit 59

From: Jerry Walsh
City Sales Dept.

Draught and Bottle Beer Sales—St. Louis & St. Louis County
3.2% and 5%

March, 1954 - 1953

May 10th, 1954

	1953 D/B Bbls.	1954 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1953 Package Beer Sales	1954 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1953 Draught & Pkg.	1954 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	9,369	9,499	130	1%	46%	87,402 1,114 Qt. 10,917 7 oz.	104,573 1,613 Qts. 23,677 7 oz.	30,430	31%	14%	16,515	18,750	14%	21%
Griese. Bros.	3,787	3,115	(672)	(18%)	15%	131,865 5,851 Qt.	114,729 8,823 Qt.	(14,164)	(10%)	13%	13,925	12,296	(12%)	14%
Hyde Park	1,072	738	(334)	(31%)	4%	5,348 543 Qt.	1,780 115 Qt.	(3,996)	(68%)		1,513	878	(42%)	1%
Stag	3,564	3,323	(241)	(7%)	16%	347,759 20,139 Qt. 3,123 7 oz.	312,210 20,938 Qt. 3,280 7 oz.	(34,593)	(9%)	37%	30,948	28,219	(9%)	32%
Falstaff	3,585	3,521	(64)	(2%)	17%	248,631 3,565 Qt.	305,210 6,047 Qt. 1,340 7 oz.	60,401	24%	34%	21,976	26,343	20%	30%
Pabst	365	418	53	15%	2%	13,910 910 Qt. 1,875 7 oz.	7,686 600 Qt. 800 7 oz.	(7,609)	(46%)	1%	1,582	1,084	(31%)	1%
Schlitz						12,660 200 Qt. 3,180 7 oz.	10,559 170 Qt. 1,090 7 oz.	(4,221)	(26%)	1%	1,141	852	(25%)	1%
Total	21,742	20,614	(1128)	(5%)	100%	847,575 32,322 Qt. 19,095 7 oz.	856,747 38,306 Qt. 30,187 7 oz.	26,248	3%	100%	87,600	88,422	1%	100%

Commission's Exhibit 60

1053

From
Jerry Walsh
City Sales Dept.

Draught and Bottle Beer Sales—St. Louis & St. Louis County

June 11th, 1954

3.2% and 5%

April, 1954 - 1953

	1953 D/B Bbls.	1954 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1953 Package Beer Sales	1954 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1953 'Draught & Pkg.	1954 'Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	9,993	10,405	412	4%	47%	102,333 1,179 Qt. 13,842 7 oz.	135,804 2,106 Qts. 27,943 7 oz.	48,499	41%	16%	18,413	22,240	21%	23%
Griese, Bros.	3,921	3,304	(617)	(16%)	15%	138,388 5,957 Qt.	134,410 8,000 Qt.	(1,935)	(1%)	14%	14,542	13,834	(5%)	14%
Hyde Park	1,051	704	(347)	(33%)	3%	5,503 583 Qt.	1,471 115 Qt.	(4,500)	(74%)	—	1,507	822	(45%)	1%
Stag	3,561	3,649	88	2%	16%	371,099 18,437 Qt. 3,304 7 oz.	325,005 22,849 Qt. 2,855 7 oz.	(42,131)	(11%)	34%	32,490	29,630	(9%)	30%
Falstaff	3,718	3,674	(44)	(1%)	17%	268,991 4,008 Qt.	340,368 7,106 Qt. 1,541 7 oz.	76,016	28%	34%	23,630	29,164	23%	30%
Pabst	450	462	12	3%	2%	13,045 1,400 Qt. 1,930 7 oz.	10,430 750 Qt. 1,025 7 oz.	(4,170)	(25%)	1%	1,655	1,357	(18%)	1%
Schlitz						19,207 200 Qt. 1,105 7 oz.	8,500 170 Qt. 2,100 7 oz.	(9,742)	(47%)	1%	1,483	766	(48%)	1%
Total	22,694	22,198	(496)	(2%)	100%	918,566 31,764 Qt. 20,181 7 oz.	955,988 41,096 Qt. 35,464 7 oz.	62,037	6%	100%	93,720	97,813	4%	100%

Commission's Exhibit 61

1054

From

Draught and Bottle Beer Sales—St. Louis & St. Louis County

July 13th, 1954

Jerry Walsh
St. Louis Branch

3.2% and 5%

May, 1954 - 1953

	3.2% and 5%						May, 1954 - 1953						BARREL EQUIVALENT			
	1953 D/B Bbls.	1954 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1953 Package Beer Sales	1954 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1953 Draught & Pkg.	1954 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales		
Anheuser-Busch	10,745	9,878	(867)	(8%)	47%	124,327 1,633 Qts. 16,179 7 oz.	136,452 2,182 Qts. 26,892 7 oz.	23,387	14%	16%	20,954	21,701	4%	23%		
Griesel. Bros.	4,181	3,059	(1122)	(27%)	14%	157,316 7,127 Qts.	129,164 8,649 Qts.	(26,630)	(16%)	14%	16,289	13,271	(19%)	14%		
Hyde Park	1,103	574	(529)	(48%)	3%	7,564 626 Qts.	1,757 88 Qts.	(6,345)	(77%)		1,713	710	(59%)	1%		
Stag	3,764	3,627	(137)	(4%)	17%	423,194 20,123 Qts. 3,762 7 oz.	320,208 21,941 Qts. 3,219 7 oz.	(101,711)	(23%)	34%	36,666	29,195	(20%)	30%		
Falstaff	3,967	3,532	(435)	(11%)	17%	312,767 4,846 Qts.	338,068 6,915 Qts. 1,521 7 oz.	28,891	9%	34%	27,136	28,835	6%	30%		
Pabst	450	538	88	20%	2%	13,060 1,070 Qts. 1,165 7 oz.	13,250 800 Qts. 1,050 7 oz.	(195)	(1%)	1%	1,576	1,644	4%	1%		
Schlitz						11,920 160 Qts. 200 7 oz.	13,625 160 Qts. 200 7 oz.	2,065	17%	1%	865	1,017	18%	1%		
Total	24,210	21,208	(3002)	(12%)	100%	1,050,148 35,425 Qts. 21,106 7 oz.	952,524 40,735 Qts. 32,882 7 oz.	(80,538)	(7%)	100%	105,199	96,373	(8%)	100%		

Commission's Exhibit 62

From

Jerry Walsh
St. Louis Branch

Draught and Bottle Beer Sales—St. Louis & St. Louis County

August 13th, 1954

3.2% and 5%

June, 1954 - 1953

	1953 D/B Bbls.	1954 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1953 Package Beer Sales	1954 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1953 Draught & Pkg.	1954 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	13,645	12,283	(1362)	(10%)	48%	148,890 1,895 Qts. 21,318 7 oz.	282,476 6,598 Qts. 31,053 7 oz.	148,024	86%	24%	25,989	35,396	9,407 36%	28%
Griese, Bros.	4,861	3,384	(1477)	(30%)	13%	192,197 10,743 Qts.	147,291 10,807 Qts.	(44,842)	(22%)	12%	19,850	15,120	(4,730) (24%)	12%
Hyde Park	1,318	647	(671)	(51%)	3%	8,557 581 Qts.	1,458 74 Qts.	(7,606)	(83%)		1,995	760	(1,235) (62%)	1%
Stag	4,710	4,343	(367)	(8%)	17%	547,503 30,499 Qts. 4,907 7 oz.	378,958 29,112 Qts. 4,677 7 oz.	(170,162)	(29%)	30%	47,711	34,963	(12,748) (27%)	28%
Falstaff	4,776	4,208	(568)	(12%)	17%	394,774 6,808 Qts.	408,663 9,309 Qts. 1,766 7 oz.	18,156	5%	31%	34,088	34,882	794 2%	28%
Pabst	815	537	(278)	(34%)	2%	18,145 117 Qts. 150 7 oz.	25,760 700 Qts. 525 7 oz.	8,574	47%	2%	2,153	2,508	355 16%	2%
Schlitz							13,555 280 Qts. 1,980 7 oz.	15,815	100%	1%		1,136	1,136 100%	1%
Total	30,125	25,402	(4723)	(16%)	100%	1,310,066 50,643 Qt. 26,375 7 oz.	1,258,161 56,880 Qt. 40,001 7 oz.	(32,042)	(2%)	100%	131,786	124,765	(7,021) (5%)	100%

Commission's Exhibit 63

1056

From
Jerry Walsh
St. Louis Branch

Draught and Bottle Beer Sales—St. Louis & St. Louis County

Sept. 20th, 1954

3.2% and 5%

July, 1954 - 1953

	1953 D/B Bbls.	1954 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1953 Package Beer Sales	1954 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1953 Draught & Pkg.	1954 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	13,499	12,604	(845)	(6%)	50%	150,671 2,047 Qts. 24,262 7 oz.	493,951 19,864 Qts. 28,964 7 oz.	365,799	207%	40%	26,124	52,217	200%	42%
Griese Bros.	5,074	3,294	(1780)	(35%)	13%	111,872 Qts.	111,491 8,710 Qts.	(91,397)	(43%)	9%	20,719	12,230	(41%)	10%
Hyde Park	1,443	635	(808)	(56%)	2%	6,455 681 Qts.	989 51 Qts.	(6,096)	(85%)		1,977	713	(64%)	1%
Stag	4,814	3,708	(1106)	(23%)	15%	538,168 31,888 Qts. 4,155 7 oz.	223,877 21,721 Qts. 2,800 7 oz.	(325,813)	(57%)	19%	47,225	22,237	(53%)	18%
Falstaff	4,918	4,392	(526)	(11%)	17%	397,922 7,383 Qts.	361,667 8,193 Qts. 1,930 7 oz.	(33,515)	(8%)	28%	34,514	31,556	(9%)	25%
Pabst	322	742	420	130%	3%	7,320	40,934 2,300 Qts. 425 7 oz.	36,339	496%	3%	853	3,962	464%	3%
Schlitz						900	14,470 230 Qts. 1,045 7 oz.	14,845	1649%	1%	65	1,138	1650%	1%
Total	30,020	25,373	(4645)	(15%)	100%	1,301,162 53,871 Qts. 28,417 7 oz.	1,247,379 61,069 Qts. 35,164 7 oz.	(39,838)	(3%)	100%	131,477	124,053	(6%)	100%

Commission's Exhibit 64

1057

From
Jerry Walsh
City Sales Dept.

Draught and Bottle Beer Sales—St. Louis & St. Louis County

October 11th, 1954

= 3.2% and 5%

August, 1954 - 1953

	1953 D/B Bbls.	1954 D/B Bbls.	Inc. or Dec. Bbls.	% of Inc. or Dec.	% of Indty Sales	1953 Package Beer Sales	1954 Package Beer Sales	Inc. or Dec. Pkges.	% of Inc. or Dec.	% of Indty Sales	1953 Draught & Pkg.	1954 Draught & Pkg.	Perc. Inc. or Dec.	% of Indty Sales
Anheuser-Busch	12,178	11,432	(746)	(6%)	49%	137,089 2,276 Qt. 24,227 7 oz.	429,716 20,604 Qts. 25,577 7 oz.	312,305	191%	38%	23,887	46,239	94%	40%
Griese, Bros.	3,999	2,937	(1062)	(27%)	13%	141,478 9,629 Qt.	94,833 6,848 Qt.	(49,426)	(33%)	8%	15,199	10,483	(31%)	9%
Hyde Park	1,061	524	(537)	(51%)	2%	4,387 439 Qt.	637 5 Qts.	(4,184)	(87%)		1,422	570	(60%)	1%
Stag	3,922	3,848	(74)	(2%)	17%	386,117 27,103 Qt. 4,342 7 oz.	257,660 19,678 Qt. 2,768 7 oz.	(137,456)	(33%)	22%	34,845	24,629	(29%)	21%
Falstaff	4,292	3,868	(424)	(10%)	17%	336,875 6,766 Qt.	324,177 6,996 Qt. 1,723 7 oz.	(10,745)	(3%)	27%	29,397	28,183	(4%)	25%
Pabst	537	472	(65)	(12%)	2%	27,286 1,215 Qt. 1,801 7 oz.	42,015 1,900 Qt. 500 7 oz.	14,113	47%	4%	2,749	3,737	36%	3%
Schlitz						21,950 220 Qt. 2,250 7 oz.	9,105 250 Qt. 1,040 7 oz.	(14,025)	(57%)	1%	1,757	752	(57%)	1%
Total	25,989	23,081	(2,908)	(11%)	100%	1,055,182 47,648 Qt. 32,620 7 oz.	1,158,143 56,281 Qt. 31,608 7 oz.	110,582	10%	100%	109,256	114,593	5%	100%

Commission's Exhibit 65-A

BEER SALES IN ST. LOUIS AND ST. LOUIS COUNTY IN BARRELS

	January	February	March	April	May	June	July	August	September	October	November	December	Total
C.R. BUSCH													
1953	6,152	6,399	7,144	8,420	10,209	12,343	12,674	11,708	10,929	10,158	8,052	10,210	114,398
1954	7,628	8,662	9,249	11,834	11,822	23,112	39,611	34,806	33,499	27,402	24,506	30,764	
1953	8,137	8,454	9,369	9,993	10,745	13,645	13,449	12,178	11,680	10,821	9,254	10,029	127,754
1954	7,815	8,588	9,499	10,405	9,878	12,283	12,603	11,432	10,789	9,735	8,908	9,313	
1953	14,289	14,853	16,513	18,413	20,954	25,988	26,123	23,886	22,609	20,979	17,306	20,239	242,152
1954	15,443	17,250	18,748	22,239	21,700	35,395	52,214	46,238	44,288	37,137	33,414	40,077	
P													
1953	15,669	16,069	18,391	19,911	22,861	28,259	28,535	24,228	25,356	24,489	21,156	25,532	270,456
1954	18,290	20,422	22,823	25,489	25,303	30,674	27,165	24,315	23,859	21,532	21,087	23,692	
1953	3,037	3,153	3,585	3,718	3,967	4,777	4,919	4,292	4,264	4,012	3,391	3,686	46,801
1954	2,933	3,157	3,521	3,674	3,532	4,207	4,392	3,869	3,693	3,286	3,089	3,100	
1953	18,706	19,222	21,976	23,629	26,828	33,036	33,454	28,520	29,620	28,501	24,547	29,218	317,257
1954	21,223	23,579	26,344	29,163	28,835	34,881	31,557	28,184	27,552	24,818	24,176	26,792	
1953	8,575	9,032	10,137	10,620	12,108	14,989	15,645	11,200	11,758	10,569	9,218	10,714	134,565
1954	7,363	7,942	9,181	10,529	10,211	11,737	8,934	7,546	7,130	6,049	6,406	7,173	
1953	3,428	3,471	3,787	3,922	4,181	4,861	5,074	3,999	4,097	3,791	3,273	3,463	47,347
1954	2,719	2,865	3,115	3,305	3,059	3,384	3,294	2,937	2,736	2,367	2,154	2,166	
1953	12,003	12,503	13,924	14,542	16,289	19,850	20,719	15,199	15,855	14,360	12,491	14,177	181,912
1954	10,082	10,807	12,296	13,834	13,270	15,121	12,228	10,483	9,866	8,416	8,560	9,339	
1953	22,901	24,416	27,828	29,384	33,511	43,678	42,945	31,284	32,796	28,111	22,898	28,359	368,111
1954	20,211	21,607	25,035	26,099	25,704	30,732	18,604	20,828	19,299	17,497	16,564	17,724	
1953	4,021	4,093	4,636	4,612	4,868	6,028	6,254	4,983	5,431	4,465	3,833	4,150	57,374
1954	3,310	3,522	4,061	4,352	4,201	4,991	4,343	4,372	4,275	3,641	3,437	3,431	
1953	26,922	28,509	32,464	33,996	38,379	49,706	49,199	36,267	38,227	32,576	26,731	32,509	425,485
1954	23,521	25,129	29,096	30,451	29,905	35,723	22,947	25,200	23,574	21,138	20,001	21,155	

Commission's Exhibit 65-B

BEER SALES IN ST. LOUIS AND ST. LOUIS COUNTY IN BARRELS

		January	February	March	April	May	June	July	August	September	October	November	December	Total
ANHEUSER-BUSCH														
Pkge.	1951	4,592	4,440	5,357	5,501	7,231	7,071	6,972	7,849	6,172	5,333	5,321	5,488	71,327
	1952	5,954	4,433	4,628	6,663	6,199	8,085	9,289	8,583	7,299	7,622	6,903	8,041	83,699
Dr.	1951	8,915	7,997	9,552	9,419	11,307	10,952	11,311	11,849	9,685	8,701	8,741	8,476	116,905
	1952	8,801	8,609	8,179	8,699	9,718	12,691	13,743	12,334	11,346	11,156	8,938	10,107	124,321
Total	1951	13,507	12,437	14,909	14,920	18,538	18,023	18,283	19,698	15,857	14,034	14,062	13,964	188,232
	1952	14,755	13,042	12,807	15,362	15,917	20,776	23,032	20,917	18,645	18,778	15,841	18,148	208,020
FALSTAFF														
Pkge.	1951	15,656	14,451	16,554	16,089	19,373	19,487	20,197	21,552	16,630	18,388	17,175	15,101	210,653
	1952	17,733	12,347	13,771	18,416	20,148	23,151	25,233	22,200	20,204	19,974	17,350	21,098	231,625
Dr.	1951	3,611	3,328	3,823	3,858	4,550	4,481	4,744	4,901	3,965	4,341	3,906	3,599	49,107
	1952	3,985	3,360	3,506	4,217	4,303	4,662	4,996	4,505	4,393	4,270	3,446	3,875	49,518
Total	1951	19,267	17,779	20,377	19,947	23,923	23,968	24,941	26,453	20,595	22,729	21,081	18,700	259,760
	1952	21,718	15,707	17,277	22,633	24,451	27,813	30,229	26,705	24,597	24,244	20,796	24,973	281,143
G. B.														
Pkge.	1951	10,411	10,205	11,443	11,488	14,630	13,980	14,803	16,192	12,439	13,093	12,162	10,766	151,612
	1952	12,936	8,421	9,974	13,783	13,932	16,045	17,205	14,781	12,855	12,100	10,207	12,291	154,530
Dr.	1951	4,472	4,176	4,803	4,805	5,521	5,428	5,534	5,996	4,872	5,246	4,513	4,173	59,539
	1952	4,731	4,015	4,133	5,149	5,195	5,428	5,643	5,346	4,713	4,593	3,796	4,268	57,010
Total	1951	14,883	14,381	16,246	16,293	20,151	19,408	20,337	22,188	17,311	18,339	16,675	14,939	211,151
	1952	17,667	12,436	14,107	18,932	19,127	21,473	22,848	20,127	17,568	16,693	14,003	16,559	211,540
G. W.														
Pkge.	1951	26,409	25,798	30,049	29,060	45,712	45,949	44,501	45,001	32,757	35,923	30,408	28,130	419,700
	1952	33,707	22,372	24,215	31,968	35,679	41,779	42,475	35,654	32,239	29,851	26,333	30,594	386,866
Dr.	1951	5,141	4,772	5,570	5,376	6,410	6,533	6,981	7,003	5,605	5,452	5,276	5,043	69,162
	1952	5,490	4,759	5,003	6,027	6,256	6,723	7,010	6,599	5,666	5,577	4,382	4,877	68,369
Total	1951	31,550	30,570	35,619	34,436	52,122	52,482	51,485	52,004	38,362	41,375	35,684	33,173	488,862
	1952	39,197	27,131	29,218	37,995	41,935	48,502	49,485	42,253	37,905	35,428	30,715	35,471	455,235

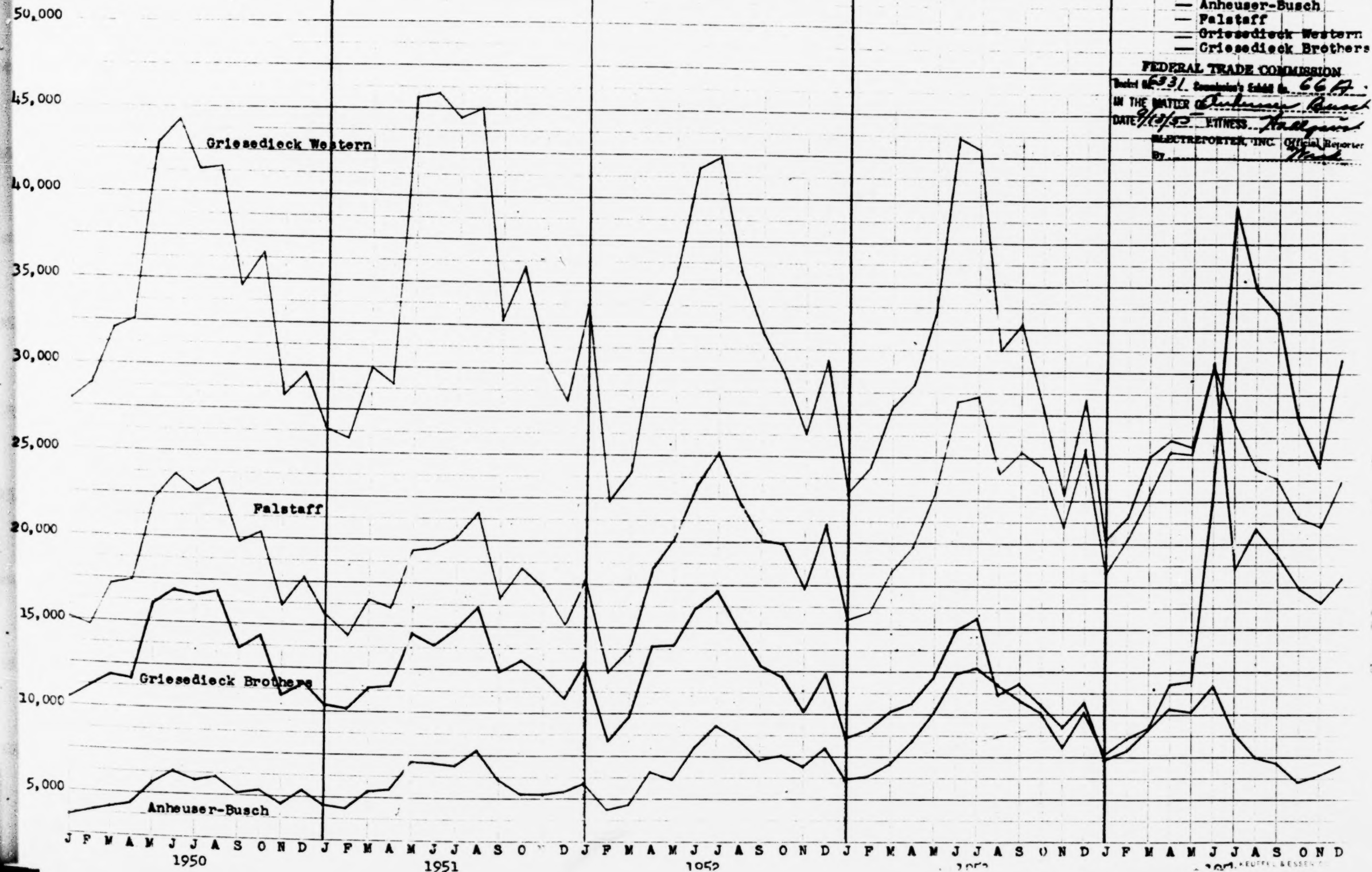
(512-A)

Commission's Exhibit 65-C**BEER SALES IN ST. LOUIS AND ST. LOUIS COUNTY IN BARRELS**

		<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>	<i>November</i>	<i>December</i>	<i>Total</i>
ANHEUSER-BUSCH														
Pkge.	1949													
Dr.	1950	3,507	3,860	4,206	4,449	5,683	6,346	5,798	6,165	5,151	5,329	4,594	5,418	60,506
	1949													
	1950	7,348	7,536	8,465	7,889	10,112	10,438	9,996	10,077	8,896	9,268	9,021	8,836	107,882
Total	1949													
	1950	10,855	11,396	12,671	12,338	15,795	16,784	15,794	16,242	14,047	14,597	13,615	14,254	168,388
FALSTAFF														
Pkge.	1949													
Dr.	1950	15,107	14,723	17,118	17,424	22,152	23,657	22,748	23,445	19,750	20,281	16,150	17,781	230,336
	1949													
	1950	3,670	3,687	4,041	3,676	4,559	4,389	4,321	4,261	3,759	3,936	3,764	3,596	47,659
Total	1949													
	1950	18,777	18,410	21,159	21,100	26,711	28,046	27,069	27,706	23,509	24,217	19,914	21,377	277,995
G. B.														
Pkge.	1949													
Dr.	1950	10,490	11,179	11,847	11,717	15,850	16,811	16,693	16,877	13,664	14,277	10,937	11,695	162,037
	1949													
	1950	4,219	4,346	4,808	4,398	5,588	5,650	5,445	5,252	4,754	4,854	4,617	4,504	58,435
Total	1949													
	1950	14,709	15,525	16,655	16,115	21,438	22,461	22,138	22,129	18,418	19,131	15,554	16,199	220,472
G. W.														
Pkge.	1949													
Dr.	1950	27,833	28,945	32,006	32,635	42,809	44,274	41,492	41,556	34,624	36,594	28,266	29,645	420,679
	1949													
	1950	4,636	4,693	5,316	4,861	6,291	6,719	6,405	6,363	5,603	5,706	5,348	5,239	67,180
Total	1949													
	1950	32,469	33,638	37,322	37,496	49,100	50,993	47,897	47,919	40,227	42,300	33,614	34,884	487,859

Package Beer Sales in City of St. Louis and St. Louis County. Years 1950 - 1954

(BARRELS)



FEDERAL TRADE COMMISSION

District of Columbia, Commission's Exhibit No. 66-A

IN THE MATTER OF *Anheuser-Busch*DATE *9/13/55* WITNESS *Handwritten*

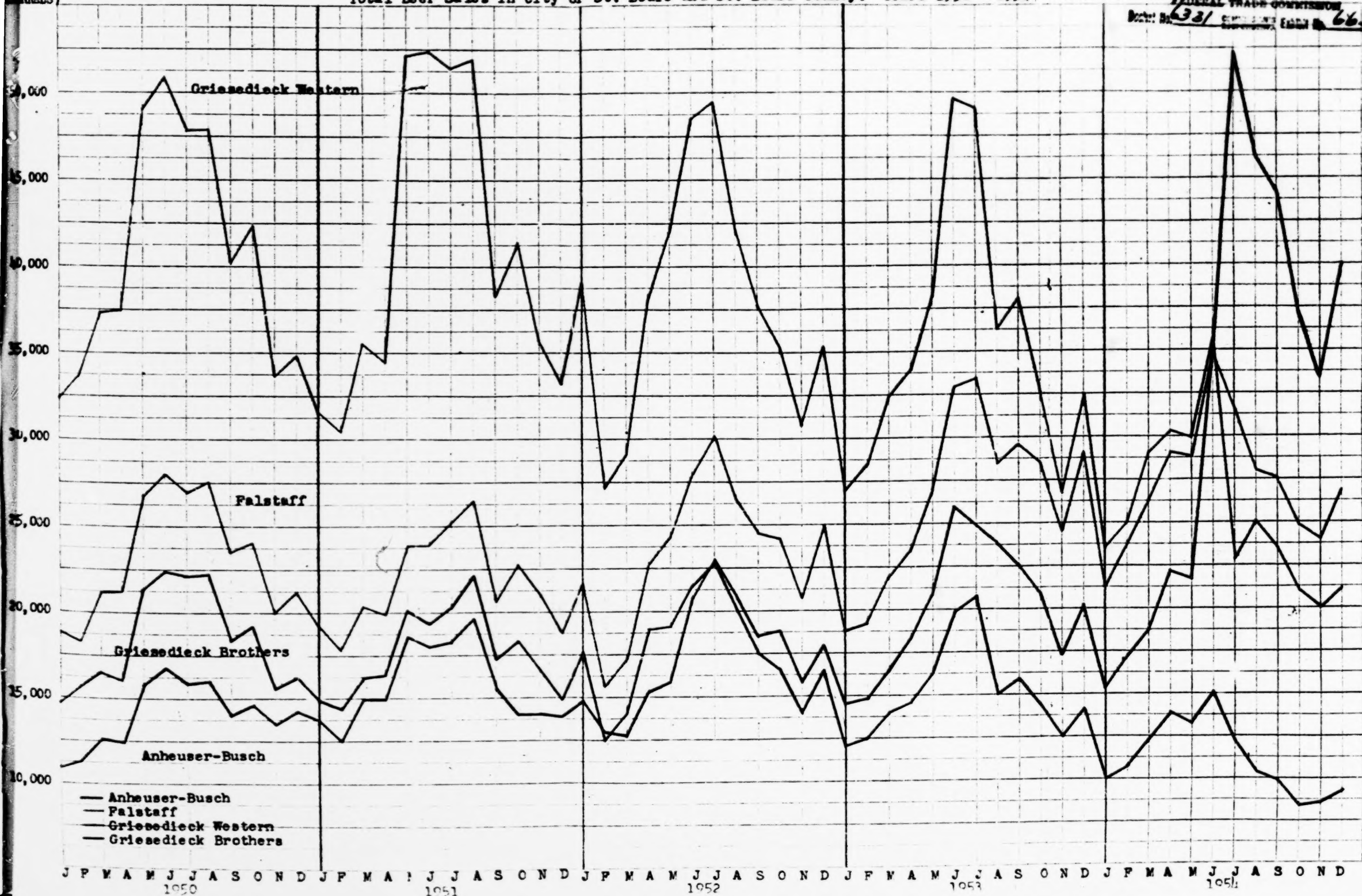
ELECTROTYPE, INC. Official Reporter

BY *Handwritten*

513

BUELS)

Total Beer Sales in City of St. Louis and St. Louis County. Years 1950 - 1954

FEDERAL TRADE COMMISSION
Docket No. 631 Exhibit 66-B

Commission's Exhibit 67

(514)

Form S-090-287-A

**STATE
MARKET**

1954 RETAIL SALES ESTIMATES

	<i>Draught (Bbls.)</i>	<i>Export Cases</i>	<i>36/7 Cases</i>	<i>Ret. 32-oz. Qt. Cases</i>	<i>1-Way Cases</i> <i>32-Oz. Qts. 12-Oz.</i>		<i>Cans Cases</i>	<i>Total Pkgd. Cases</i>
January	3,600	225,500	1,340	20	4,875	230	17,250	249,215
February	3,300	223,800	1,305	20	4,800	210	15,750	245,885
March	3,800	274,600	1,810	25	5,850	245	18,375	300,905
April	3,900	299,700	1,915	25	6,075	295	22,125	330,135
May	4,450	347,800	2,385	25	7,050	520	39,000	396,780
June	4,550	366,300	2,365	30	7,425	640	48,000	424,960
July	4,700	381,100	2,710	30	7,725	670	50,250	442,485
August	4,900	370,000	2,600	30	7,500	660	49,500	430,290
September	4,300	318,200	2,095	25	6,450	410	30,750	357,930
October	4,000	288,600	1,805	25	5,850	395	29,625	326,300
November	3,900	277,500	1,700	20	5,625	325	24,375	309,545
December	3,600	284,900	1,770	25	5,775	325	30,000	322,870
Totals	49,000	3,658,000	24,000	300	75,000	5,000	375,000	322,870

1000

(515)

Commission's Exhibit 68-A

	<i>Cries. Bros.</i>	<i>Stag</i> (<i>Carlings</i>)	<i>Budweiser</i>	<i>Falstaff</i>	<i>Schlitz</i>	<i>Pabst</i>
1953						
Jan.	11,694.27	30,598.07	6,912.86	16,568.56	1,477.64	1,967.07
Feb.	15,208.77	36,059.46	10,232.14	20,066.20	2,337.40	3,641.25
Mar.	17,363.39	41,628.32	12,042.90	21,563.43	2,590.72	4,258.04
Apr.	17,310.07	42,734.70	12,839.13	24,184.77	2,773.94	4,218.15
May	23,251.10	56,116.29	18,282.72	34,216.53	4,614.22	6,098.18
June	29,531.81	64,997.43	24,862.73	39,964.68	3,575.37	6,535.89
July	28,364.22	68,666.13	24,367.71	39,016.63	630.00	4,077.83
Aug.	21,357.18	50,282.38	24,378.63	34,281.79	5,465.61	5,705.59
Sept.	21,381.43	53,782.71	21,751.33	35,560.52	4,210.87	5,570.57
Oct.	18,248.71	43,925.41	19,248.75	31,366.42	3,222.62	4,069.96
Nov.	16,726.41	41,398.40	16,215.06	30,045.20	2,684.55	3,631.39
Dec.	20,185.15	48,573.14	22,987.39	36,481.18	3,847.88	5,142.11
1953 Total	240,622.51	578,762.44	214,121.35	363,315.91	37,430.82	54,915.98
1954						
Jan.	13,152.13	30,847.05	13,363.19	22,921.29	1,600.51	2,504.45
Feb.	14,953.49	35,289.47	18,620.30	27,678.12	2,360.58	3,312.87
Mar.	20,476.73	38,239.85	21,172.87	31,196.42	2,867.63	3,602.57
Apr.	16,000.20	44,881.72	25,128.41	35,405.09	2,919.35	3,700.37
May	22,511.72	47,650.34	29,645.71	41,067.15	4,153.32	4,597.42
June	24,623.46	55,212.25	64,706.41	47,176.88	4,262.56	8,450.54
July	16,027.97	39,818.17	107,473.92	37,549.60	3,779.29	13,298.51
Aug.	16,131.21	39,090.81	101,785.94	39,449.06	4,077.39	13,787.42
Sept.	15,527.31	34,521.97	95,056.63	37,565.90	3,517.17	10,234.90
Oct.	11,829.91	30,009.72	72,119.33	33,574.69	3,057.41	7,464.14
Nov.	13,681.05	30,635.48	68,702.35	32,960.12	4,251.00	6,762.71
Dec.	12,077.44	31,357.62	78,956.75	38,057.26	5,371.86	9,148.05
1954 Total	196,992.62	457,554.45	696,731.81	424,601.58	42,218.07	86,863.95
1955						
Jan.	5,322.73	22,645.40	45,718.51	22,732.11	1,299.53	4,147.18
Feb.	10,177.20	61,835.54	137,307.20	76,350.04	1,978.94	8,059.08
Mar.	15,425.13	19,891.84	15,450.61	651.16	2,251.99	5,840.04
Apr.	7,036.00	28,731.39	2,598.02	30,259.75	2,487.40	1,035.00
May	15,911.64	55,241.33	26,591.65	60,462.17	5,797.63	3,823.77
June	18,568.50	61,610.02	53,682.59	63,690.03	6,608.27	6,604.66
July	15,534.92	63,247.10	63,553.94	77,233.87	5,505.24	3,676.94
Aug.	21,590.32	70,760.24	71,958.13	84,072.96	8,304.66	6,887.65
1955 Total	109,566.44	383,962.86	416,860.65	415,452.09	34,233.66	40,074.32

1951

1951

Commission's Exhibit 68-B

(516)

9 - 0 - 5**1953**

July	42,075.00
Aug.	65,568.00
Sept.	74,822.00
Oct.	46,706.00
Nov.	56,081.44
Dec.	50,657.48

1953 Total	335,909.92
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1954

Jan.	32,300.00
Feb.	38,250.00
Mar.	43,987.50
Apr.	50,685.32
May	53,550.00
June	100,937.50
July	47,387.50
Aug.	66,881.38
Sept.	43,914.75
Oct.	30,361.00
Nov.	32,067.00
Dec.	17,475.00

1954 Total	557,796.95
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1955

Jan.	29,330.00
Feb.	20,489.00
Mar.	35,151.50
Apr.	42,158.38
May	51,843.25
June	84,785.99
July	70,911.00
Aug.	75,082.75

1955 Total	409,751.87
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Commission's Exhibit 69-A
Griesedieck Bros. Brewery Company Sales
 (All cases are in terms of 24-12 oz.)

1952

	<i>St. Louis & County</i>		<i>East St. Louis</i>		<i>Wholesalers</i>		<i>T o t a l s</i>		
	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Pbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Combined (Bbls.)</i>
January	4,730	178,231	244	15,577	4,002	640,152	8,977	833,960	69,497
February	4,014	116,005	229	12,799	3,590	457,494	7,834	586,300	50,381
March	4,132	137,403	245	13,698	3,665	707,745	8,043	858,847	70,369
April	5,150	189,882	242	16,539	3,951	618,404	9,343	824,826	69,199
May	5,194	191,934	282	17,960	3,974	690,978	9,452	900,873	74,827
June	5,428	221,069	306	20,751	4,639	921,402	10,374	1,163,224	94,788
Sub Totals	28,648	1,034,524	1,548	97,324	23,821	4,036,175	54,023	5,168,030	429,061
July	5,642	237,046	281	24,867	4,398	864,296	10,321	1,126,210	92,049
August	5,346	203,653	271	19,377	3,939	632,063	9,557	855,093	71,610
September	4,713	177,113	245	17,889	3,686	658,514	8,645	853,516	70,584
October	4,592	166,691	248	16,809	3,673	625,799	8,514	809,300	67,244
November	3,795	140,626	211	13,836	2,897	487,963	6,904	642,427	53,524
December	4,268	169,336	232	16,929	3,093	546,922	7,594	733,188	60,801
Sub Totals	28,356	1,094,465	1,488	109,707	21,686	3,815,557	51,535	5,019,734	415,812
TOTALS	57,004	2,128,989	3,036	207,031	45,507	7,851,732	105,558	10,187,764	844,873

Commission's Exhibit 69-B
Griesedieck Bros. Brewery Company Sales
 (All cases are in terms of 24-12 oz.)

1953

	<i>St. Louis & County</i>		<i>East St. Louis</i>		<i>Wholesalers</i>		<i>T o t a l s</i>		
1 9 5 3	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Combined (Bbls.)</i>
January	3,428	118,153	200	12,180	2,545	462,987	6,173	593,322	49,229
February	3,489	124,447	188	11,858	2,761	440,256	6,438	576,561	48,279
March	3,787	139,666	212	14,252	3,335	537,086	7,335	691,005	57,480
April	3,921	146,326	204	14,465	2,837	638,044	6,963	798,836	64,934
May	4,181	166,818	251	16,200	3,416	641,407	7,848	824,426	67,676
June	4,861	206,521	275	20,856	4,503	979,366	9,639	1,206,744	97,211
Sub Total	23,667	901,931	1,330	89,811	19,397	3,699,146	44,396	4,690,894	384,809
July	5,074	215,555	299	23,445	4,584	838,485	9,958	1,077,487	88,150
August	3,999	154,316	234	17,270	3,167	707,822	7,400	879,409	71,218
September	4,096	162,001	230	18,355	3,293	747,048	7,620	927,404	74,921
October	3,791	145,614	231	15,309	3,001	516,125	7,023	677,050	56,156
November	3,273	127,001	205	12,926	2,679	496,102	6,158	636,029	52,314
December	3,463	147,619	201	14,943	3,043	425,202	6,708	587,764	49,361
Sub Total	23,696	952,106	1,400	102,248	19,767	3,730,784	44,867	4,785,143	392,120
TOTALS	47,363	1,854,037	2,730	192,059	39,164	7,429,930	89,263	9,476,037	776,929

NOTE: Fractions are dropped.

Commission's Exhibit 69-C
Griesedieck Bros. Brewery Company Sales
 (All cases are in terms of 24-12 oz.)

1954

	<i>St. Louis & County</i>		<i>East St. Louis</i>		<i>Wholesalers</i>		<i>T o t a l s</i>		
	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Combined (Bbls.)</i>
January	2,719	101,452	181	10,275	2,158	487,427	5,058	599,155	48,538
February	2,865	109,418	184	11,590	2,597	404,734	5,646	525,743	43,799
March	3,114	126,493	198	13,183	3,069	625,536	6,382	765,213	61,913
April	3,304	145,076	205	15,037	3,118	699,561	6,628	859,675	69,014
May	3,058	140,696	181	13,805	2,832	675,602	6,072	830,104	66,312
June	3,384	161,700	213	17,088	3,487	662,886	7,084	841,675	68,164
Sub Totals	18,444	784,835	1,162	80,978	17,261	3,555,746	36,870	4,421,565	357,740
July	3,294	123,104	201	16,790	3,379	713,351	6,875	853,245	68,794
August	2,937	103,964	176	14,829	2,796	520,065	5,910	638,859	52,272
September	2,736	98,231	165	14,461	2,624	498,782	5,525	611,475	49,899
October	2,367	83,344	155	12,406	2,285	443,022	4,808	538,773	43,906
November	2,153	88,262	145	11,505	2,211	424,321	4,510	524,089	42,543
December	2,165	88,731	139	12,027	1,756	410,412	4,041	511,171	41,136
Sub Totals	15,652	585,636	981	82,018	15,031	3,009,953	31,669	3,677,612	298,550
TOTALS	34,096	1,370,471	2,143	162,996	32,292	6,565,699	68,539	8,099,177	656,290

NOTE: Fractions are dropped.

Commission's Exhibit 69-D
Griesedieck Bros. Brewery Company Sales
 (All cases are in terms of 24-12 oz.)

1955

	<i>St. Louis & County</i>		<i>East St. Louis</i>		<i>Wholesalers</i>		<i>T o t a l s</i>		
	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Draught (Bbls.)</i>	<i>Packaged (Cases)</i>	<i>Combined (Bbls.)</i>
January	1,731	45,196	123	8,296	1,671	321,718	3,526	375,211	30,755
February	1,652	61,729	105	8,174	1,468	300,199	3,226	370,103	30,084
March	2,074	70,115	108	10,436	1,877	464,534	4,059	545,086	43,616
April	2,242	69,596	135	11,032	1,670	413,883	4,048	494,511	39,934
May	2,517	86,318	146	12,086	2,224	556,979	4,889	655,383	52,449
June	2,619	91,623	130	12,274	2,046	449,800	4,795	553,698	44,977
Sub Totals	12,835	424,577	747	62,298	10,956	2,507,113	24,543	2,993,992	241,815
July	2,659	89,922	160	11,980	1,950	484,702	4,770	586,604	47,340
August	2,809	97,365	165	13,637	2,380	529,119	5,355	640,122	51,808
September	2,633	80,389	151	13,915	1,768	411,446	4,552	505,751	41,254
October	2,099	62,064	125	10,342	1,521	300,266	3,746	372,672	30,790
November	2,095	64,443	113	10,384	1,498	308,276	3,706	383,104	31,507
December	2,160	70,641	115	11,704	1,468	327,312	3,744	409,658	33,472
Sub Totals	14,455	464,824	829	71,962	10,585	2,361,121	25,873	2,897,911	236,171
TOTALS	27,290	889,401	1,576	134,260	21,541	4,868,234	50,416	5,891,903	477,986

NOTE: Fractions are dropped.

Commission's Exhibit 70

SALES COMPARISONS

(Cases are in terms of 24-12 oz.)

	1953		1954		1955		1955		1955	
	1/1 to 6/30	7/1 to 12/31	1/1 to 6/30	% change from prev. yr.	7/1 to 12/31	% change from prev. yr.	1/1 to 6/30	% change from prev. yr.	7/1 to 12/31	% change from prev. yr.
<i>Griesedieck Bros. Brewery Co.</i>										
St. Louis & Co. Draught (bbls.)	23,667	23,696	18,444	—22.07%	15,652	—33.96%	12,835	—30.41%	14,455	— 7.65%
East St. Louis Draught (Bbls.)	1,330	1,400	1,162	—12.63%	981	—29.93%	747	—35.71%	829	—15.49%
Wholesalers Draught (Bbls.)	19,397	19,767	17,261	—11.01%	15,031	—23.96%	10,956	—36.53%	10,585	—29.58%
St. Louis & Co. Packaged (Cases)	901,931	952,106	784,835	—12.98%	585,636	—38.49%	424,577	—45.90%	464,824	—20.63%
East St. Louis Packaged (Cases)	89,811	102,248	80,978	— 9.84%	82,018	—19.79%	62,298	—23.07%	71,962	—12.26%
Wholesale Packaged (Cases)	3,699,146	3,730,784	3,555,746	— 3.88%	3,009,953	—19.32%	2,507,113	—29.49%	2,361,121	—21.56%
Brewery Total (Barrels)	384,809	392,120	357,740	— 7.03%	298,550	—23.86%	241,815	—33.40%	236,171	—20.89%
<i>Anheuser-Busch, Inc.</i>										
Brewery Total (Barrels)	3,189,686	3,521,536	2,956,058	— 7.32%	2,872,702	—18.42%	2,814—	— 4.81%	2,803—	— 2.43%
<i>National Tax-Paid Withdrawals</i>										
All Breweries (Barrels)	40,394,315	45,633,616	40,100,073	— 0.73%	43,192,634	— 5.35%	41,263,099	+ 2.90%	43,711,540	+ 1.20%
<i>Missouri Tax-Paid Withdrawals</i>										
All Breweries (Barrels)	3,939,442	4,187,157	3,650,023	— 7.35%	3,390,060	—19.04%	3,276,491	—10.23%	3,237,565	— 4.50%

Commission's Exhibit 71

(522)

Anheuser-Busch, Inc. (Barrels Sold)

(Source: Quarterly and Annual Reports)

	1 9 5 3	1 9 5 4	1 9 5 5
1st Quarter	1,311,553	1,347,485	1,231—
2nd Quarter	1,878,133	1,608,573	1,583—
Sub Totals	3,189,686	2,956,058	2,814—
3rd Quarter	2,081,112	1,684,241	1,628—
4th Quarter	1,440,424	1,188,461	1,175—
Sub Totals	3,521,536	2,872,702	2,803—
TOTAL	6,711,222	5,828,760	5,616,793

Commission's Exhibit 72

(523)

Docket 6331—Anheuser-Busch, Inc.

Sales of 24-12 oz. Bottles to Retailers

Local and Regional Beers sold to Retailers in cases of 24-12 oz. bottles at prices equal to or greater than prices of Budweiser.

State	No. of Cities	Coors	Old Style	Heil- manns	Pfeifer	Fehrs	Schaeffer	Haffen- reffer	Gettle- mans	Grain- belt	Foxhead	Thomas	Tempo	Total No. Cities Samples
California	6	6												32
Montana	1		1											14
Nevada	1	1												8
Utah	2	2												4
Wyoming	1		1											6
Iowa	4		4		1									20
South Dakota	1		1											4
Nebraska	1		1											11
Texas	4	4												35
Illinois	1		1											45
Indiana	1					1								54
Wisconsin	7		4	4					2	1		1		14
Kentucky	3					3								14
Florida	6						6							14
Georgia	1					1								13
New Jersey	1										1			7
Maine	1						1	1						4
Tennessee	1					1							1	11
Total for 17 States	43	13	13	4	1	6	7	1	2	1	1	1	1	310
Total for other 31 States														413
Total for 48 States														723

The prices of local and regional beers were equal or greater than Budweiser in 43 of 723 cities sampled or 5.95 percent.

Note: These data were compiled from the September 1955 survey conducted under supervision of Anheuser-Busch, Inc.

Commission's Exhibit 73

Docket 6331—Anheuser-Busch, Inc.

Sale of 48-12 oz. Cans to Retailers

Local and Regional Beers Sold to Retailers in Cases of 48-12 oz. Cans at Prices Equal
to or Greater than Prices of Budweiser

State	Number of Cities	Coors	Old Style	Pfeifers	Schaefer	Foxhead	Tempo	A. B. Inc.	Stite	Fehrs	Cattle- mens	Grain- belt	Schmitz	Storz	Gluecks	Falstaff	Thomas	Heilmans	Total No Cities Sampled
Arizona	5	5																	10
California	8	8																	32
Colorado	1							1											7
Nevada	1	1																	8
Utah	2	2																	4
Wyoming	1		1																6
Iowa	2		2																20
South Dakota	1		1											1					4
Minnesota	3			3				1				3	1		1				11
Nebraska	2		2																11
North Dakota	2			1									2			1			6
Oklahoma	1	1																	20
Texas	4	4																	35
Illinois	3		3																45
Indiana	1									1									54
Wisconsin	7		3								1						1	4	14
Kentucky	3									3									14
Florida	6				6														14
Georgia	1									1									13
New Jersey	1					1													7
Tennessee	1						1			1									11
Total for 21 States	56	21	12	4	6	1	1	2	1	6	1	3	3	1	1	1	1	4	346
Total for other 27 States																			377
Total for 48 States																			723

The prices of local and regional beers were equal or greater than prices of Budweiser in 57 of 723 cities sampled or 7.75 percent.

Note: These data were compiled from the September 1955 survey conducted under supervision of Anheuser-Busch, Inc.

Respondent's Exhibit 3

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent Change
Year 1952**

	<i>Industry Sales Package Beer Bbls.</i>	<i>AB Sales Package Beer Bbls.</i>	<i>% Change from Previous Year</i>		<i>AB % to Industry</i>	
			<i>Industry</i>	<i>AB</i>	<i>1952</i>	<i>1951</i>
Ala.	483,854	96,928	- 0.8	+ 3.0	20.0	19.3
Ariz.	358,267	24,494	+ 9.9	+ 6.5	6.8	7.0
Ark.	321,118	62,330	+ 1.1	+ 7.2	19.4	18.3
Calif.	5,345,200	233,142	+ 5.6	+10.7	4.4	4.2
Colo.	416,096	31,310	+ 4.8	- 8.8	7.5	8.7
Conn.	835,924	78,868	+ 7.0	+28.2	9.4	7.9
Del.	181,233	14,542	+ 7.1	+17.0	8.0	7.3
D. C.	476,034	49,079	- 3.4	- 0.5	10.3	10.0
Fla.	1,088,701	215,286	+ 6.6	+ 7.0	19.8	19.7
Ga.	605,586	119,613	+ 5.4	+ 7.0	19.8	19.4
Idaho	211,412	14,206	+ 0.2	-21.0	6.7	8.5
Ill.	4,558,770	419,106	+ 3.3	+13.8	9.2	8.3
Ind.	1,882,495	72,601	- 1.1	+ 7.5	3.9	3.5
Iowa	855,159	74,670	+ 6.7	+ 3.4	8.7	9.0
Kan.	434,657	53,622	+11.4	+ 6.0	12.3	13.0
Ky.	1,059,341	46,750	+ 3.4	- 6.3	4.4	4.9
La.	1,107,545	61,648	+ 3.8	+14.6	5.6	5.0
Me.	362,854	39,024	+ 1.9	+38.8	10.8	7.9
Md.	1,495,378	72,442	- 2.3	+ 9.2	4.8	4.3
Mass.	1,357,808	197,687	+ 3.4	+19.0	14.6	12.6
Mich.	4,072,914	120,707	+ 0.7	+ 7.6	3.0	2.8
Minn.	1,097,602	32,002	+ 3.4	- 2.0	2.9	3.1
Miss.	316,648	44,474	+ 4.6	+ 1.2	14.0	14.5
Mo.	1,778,617	187,179	+ 2.0	+14.4	10.5	9.4
Mont.	288,577	32,729	+ 7.2	+ 3.3	11.3	11.8
Neb.	445,576	32,918	+ 6.1	+ 7.0	7.4	7.3
Nev.	126,968	18,133	+13.5	+31.0	14.3	12.4
N. H.	259,014	27,969	+ 5.6	+24.8	10.8	9.1
N. J.	2,444,644	161,100	+ 6.2	+12.1	6.6	6.2
N. M.	251,920	21,109	+ 5.8	-10.1	8.4	9.9

Respondent's Exhibit 3

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent Change
Year 1952 (Cont'd)**

	<i>Industry Sales Package Beer Bbls</i>	<i>AB Sales Package Beer Bbls</i>	<i>% Change from Previous Year</i>		<i>AB % to Indus</i>	
			<i>Industry</i>	<i>AB</i>	<i>1952</i>	<i>1951</i>
N. Y.	6,283,173	328,306	+ 4.4	+ 9.9	5.2	5.1
N. C.	585,140	136,782	— 5.0	— 0.2	23.4	22.1
N. D.	190,135	17,311	— 0.5	— 6.2	9.1	6.1
Ohio	4,303,014	252,499	+ 5.1	+ 25.1	5.9	4.1
Okla.	543,331	53,298	+ 0.2	— 9.4	9.8	10.1
Ore.	591,486	22,033	— 1.7	— 9.7	3.7	4.1
Penn.	5,007,383	312,210	+ 2.8	+ 33.6	6.2	4.1
R. I.	358,945	40,904	+ 2.6	+ 18.9	11.4	9.1
S. C.	362,697	72,647	+ 41.8	+ 15.3	20.0	24.1
S. D.	179,165	8,074	+ 10.3	— 10.6	4.5	5.1
Tenn.	778,625	103,454	— 3.5	— 2.3	13.3	13.1
Texas	3,962,228	225,139	— 0.5	— 4.6	5.7	5.1
Utah	154,435	7,248	—	— 8.5	4.7	5.1
Ver.	156,188	17,118	+ 1.5	+ 22.4	11.0	9.1
(527)						
Va.	1,133,374	216,612	+ 3.4	+ 15.7	19.1	17.1
Wash.	923,689	34,224	+ 3.9	+ 13.7	3.7	3.1
W. Va.	549,679	36,038	— 3.8	+ 16.7	6.6	5.1
Wisc.	1,794,255	51,189	+ 6.0	+ 27.4	2.9	2.1
Wyo.	116,422	13,166	+ 3.0	— 10.2	11.3	13.1
Total U. S.	62,493,345	4,603,920	+ 3.2	+ 10.6	7.4	6.1

Respondent's Exhibit 3

(528)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
July 1953**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
Alabama	46,385	10,853	94.9	112.2
Arizona	35,906	2,197	94.2	97.6
Arkansas	31,705	8,112	94.6	106.8
California—E	537,124	31,724	97.4	139.4
Colorado—E	16,269	4,927	33.5	123.1
Connecticut	104,349	10,097	95.7	96.1
Delaware	25,250	1,698	103.0	103.4
Dist. of Columbia	52,792	5,868	97.2	103.8
Florida	108,707	23,584	108.0	160.3
Georgia	69,844	14,890	113.1	117.5
Idaho	23,273	1,246	106.3	89.2
Illinois	555,317	53,241	114.2	114.5
Indiana	219,961	9,925	101.8	134.8
Iowa	91,708	8,655	98.9	118.2
Kansas	47,634	6,401	88.4	76.3
Kentucky	89,586	5,871	50.1	104.6
Louisiana—E	117,624	7,436	99.0	107.4
Maine	45,296	7,025	89.3	121.7
Maryland	161,298	8,995	105.5	104.1
Massachusetts—E	158,793	19,521	119.4	80.0
Michigan	493,569	15,627	107.7	112.7
Minnesota—E	128,869	4,091	102.2	140.8
Mississippi	33,448	4,646	56.6	96.7
Missouri	195,895	28,527	97.5	132.1
Montana—E	33,863	3,961	103.5	141.0
Nebraska	52,851	4,279	94.9	121.8
Nevada	14,324	3,165	96.4	142.9
New Hampshire	31,746	3,485	103.4	94.6

Respondent's Exhibit 3

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
New Jersey—E	335,809	20,466	108.6	88.7
New Mexico	27,465	2,996	112.5	267.5
New York—E	751,544	38,750	102.2	105.6
North Carolina	76,700	15,145	138.1	115.1
North Dakota	15,949	1,892	75.9	128.8
Ohio	478,832	26,922	96.3	88.4
Oklahoma	50,662	6,395	85.2	100.3
Oregon	58,834	1,683	90.3	280.3
Pennsylvania—X	574,141	29,860	104.8	119.7
Rhode Island	40,483	4,978	95.2	103.6
South Carolina	28,908	8,153	80.3	122.5
South Dakota	22,658	1,047	103.8	99.6
Tennessee	77,752	10,891	93.1	99.4
Texas—X	391,273	25,213	101.5	118.7
Utah	17,860	722	101.2	59.2
Vermont	20,702	2,200	97.2	106.9
Virginia	113,595	21,945	71.5	103.9
Washington	100,978	3,265	105.8	69.6
West Virginia	58,459	3,824	96.9	83.3
Wisconsin	240,453	7,235	117.9	109.7
Wyoming	14,748	2,622	98.0	182.6
TOTAL U. S.	7,021,191	546,251	99.9	106.3

Respondent's Exhibit 3

(529)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
August 1953**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
Alabama	57,809	9,271	119.5	82.7
Arizona	39,323	2,545	120.4	142.6
Arkansas	36,219	7,495	115.6	112.2
California—E	511,275	27,873	82.9	107.0
Colorado—E	46,856	3,885	99.4	120.0
Connecticut	87,158	10,766	106.1	105.6
Delaware	17,188	2,137	104.8	182.8
Dist. of Columbia	42,276	4,562	94.3	104.0
Florida	106,110	24,874	109.3	94.5
Georgia	71,284	13,482	111.9	86.6
Idaho	23,051	1,282	88.4	83.1
Illinois	468,288	54,489	109.4	131.6
Indiana	204,068	9,458	123.8	125.0
Iowa	96,373	7,828	119.2	86.1
Kansas	50,259	6,423	110.3	138.5
Kentucky	123,391	6,766	135.6	129.2
Louisiana—E	112,216	6,770	103.3	84.1
Maine	33,697	4,575	102.5	95.0
Maryland	157,231	10,406	87.5	128.9
Massachusetts—E	140,591	20,790	107.1	98.1
Michigan	473,893	14,709	124.5	123.2
Minnesota—E	122,295	3,941	114.4	124.3
Mississippi	37,277	5,289	185.4	126.6
Missouri	174,807	25,016	105.1	129.2
Montana—E	33,818	3,158	102.1	70.8
Nebraska	51,897	3,399	128.1	96.4
Nevada	15,482	2,474	102.0	94.3
New Hampshire	26,793	3,899	104.8	90.3

Respondent's Exhibit 3

STATE	<i>Industry</i>	<i>A-B</i>	<i>% To Previous Year</i>	
	<i>Sales</i>	<i>Sales</i>	<i>Industry</i>	<i>A-B</i>
New Jersey—E	284,903	18,858	114.2	105.5
New Mexico	27,916	3,040	120.3	187.3
New York—E	674,041	37,852	108.4	98.4
North Carolina	81,618	16,240	132.7	104.1
North Dakota	19,289	1,499	95.9	135.2
Ohio	443,974	29,360	113.7	110.4
Oklahoma	50,548	5,763	91.5	106.5
Oregon	60,821	2,256	101.2	105.5
Pennsylvania—X	498,657	34,460	99.3	95.0
Rhode Island	37,617	5,084	103.1	104.7
South Carolina	45,667	7,642	184.5	78.6
South Dakota	21,335	1,196	103.0	93.6
Tennessee	84,066	12,340	109.9	92.1
Texas—X	440,604	27,276	116.9	99.2
Utah	17,469	1,175	107.0	99.8
Vermont	19,915	1,922	112.9	97.6
Virginia	105,683	24,820	133.0	102.5
Washington	95,300	2,780	103.9	60.0
West Virginia	55,476	4,472	98.8	105.3
Wisconsin	232,856	7,720	133.8	126.2
Wyoming	15,473	1,580	116.6	98.6
TOTAL U. S.	6,674,153	544,837	110.5	105.1

Respondent's Exhibit 3

(530)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
September 1953**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year Industry</i>	<i>A-B</i>
Alabama	54,068	10,426	137.3	115.0
Arizona	36,173	2,776	106.4	120.0
Arkansas	34,160	8,173	131.4	191.2
California—E	509,289	28,571	91.4	115.2
Colorado—E	40,939	3,473	100.6	124.3
Connecticut	122,062	9,664	175.3	180.3
Delaware	22,541	1,381	158.2	136.8
Dist. of Columbia	46,094	5,386	115.0	121.4
Florida	96,429	24,789	107.3	148.0
Georgia	61,322	15,053	133.3	167.4
Idaho	22,164	1,773	127.4	156.4
Illinois	483,997	51,359	151.2	139.3
Indiana	202,140	10,166	127.2	165.5
Iowa	89,718	9,504	131.3	163.9
Kansas	48,586	7,640	117.4	175.0
Kentucky	50,566	5,546	159.6	125.1
Louisiana—E	110,003	6,549	113.2	155.3
Maine	38,475	5,623	138.5	169.4
Maryland	147,795	7,868	110.0	124.6
Massachusetts—E	194,504	24,267	189.2	160.8
Michigan	415,710	16,166	121.7	145.4
Minnesota—E	109,713	3,283	119.6	144.4
Mississippi	35,692	4,327	195.6	108.3
Missouri	181,333	24,086	122.3	150.7
Montana—E	31,330	4,813	124.4	175.1
Nebraska	50,621	4,315	140.1	137.9
Nevada	16,434	2,682	137.1	197.5
New Hampshire	29,478	4,369	143.6	237.1

Respondent's Exhibit 3

STATE	<i>Industry</i>	<i>A-B</i>	<i>% To Previous Year</i>	
	<i>Sales</i>	<i>Sales</i>	<i>Industry</i>	<i>A-B</i>
New Jersey—E	324,200	18,125	157.3	139.3
New Mexico	25,534	2,666	123.1	114.0
New York—E	831,518	42,136	158.7	145.5
North Carolina	65,147	15,152	138.6	113.0
North Dakota	20,739	2,137	112.0	132.8
Ohio	457,462	27,587	128.5	132.1
Oklahoma	50,539	6,862	99.9	177.1
Oregon	58,451	2,285	109.0	107.3
Pennsylvania—X	529,430	27,720	124.2	130.8
Rhode Island	42,466	3,882	143.6	115.4
South Carolina	38,019	7,685	127.7	130.5
South Dakota	18,679	1,160	109.4	133.8
Tennessee	78,811	11,616	120.0	140.6
Texas—X	377,437	25,810	111.7	151.1
Utah	15,437	939	114.9	286.0
Vermont	19,708	2,164	158.6	164.3
Virginia	112,981	22,448	139.9	115.4
Washington	95,847	3,138	127.7	160.8
West Virginia	55,627	5,645	119.1	190.6
Wisconsin	172,366	6,564	118.4	188.5
Wyoming	15,386	1,902	153.4	151.1
TOTAL U. S.	6,587,126	541,651	127.3	141.5

Respondent's Exhibit 3

(531)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
October 1953**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
Alabama	46,122	11,742	131.7	182.5
Arizona	39,027	3,266	87.6	166.6
Arkansas	29,027	7,710	105.2	148.2
California—E	467,209	28,167	99.8	150.3
Colorado—E	37,154	3,409	105.4	136.9
Connecticut	45,760	8,143	69.0	125.7
Delaware	12,803	1,342	80.5	133.3
Dist. of Columbia	47,707	4,315	123.3	104.6
Florida	95,726	26,768	109.0	193.5
Georgia	53,139	13,102	118.2	155.9
Idaho	19,416	1,013	122.0	100.4
Illinois	436,692	53,005	129.8	151.3
Indiana	166,739	8,948	109.3	170.2
Iowa	80,318	9,627	122.6	200.9
Kansas	34,945	5,387	101.9	124.6
Kentucky	60,284	4,910	103.0	175.4
Louisiana—E	109,051	8,032	118.8	167.9
Maine	19,140	4,549	69.6	182.3
Maryland	163,662	5,810	140.8	99.2
Massachusetts—E	87,859	16,051	114.7	119.1
Michigan	346,052	12,674	109.6	134.2
Minnesota—E	99,830	3,031	120.2	121.4
Mississippi	31,817	5,427	93.0	134.2
Missouri	162,289	22,948	109.9	145.8
Montana—E	25,843	3,585	116.6	186.4
Nebraska	47,608	5,913	133.7	257.7
Nevada	11,169	1,836	104.4	142.9
New Hampshire	18,810	2,969	92.8	113.9

Respondent's Exhibit 3

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year</i>	
			<i>Industry</i>	<i>A-B</i>
New Jersey—E	177,386	11,950	93.5	112.4
New Mexico	23,955	2,352	102.2	172.4
New York—E	414,297	35,141	84.9	140.0
North Carolina	60,053	15,686	134.9	176.5
North Dakota	20,956	1,975	116.2	146.6
Ohio	370,794	30,429	109.3	145.0
Oklahoma	41,804	6,437	89.6	164.9
Oregon	50,057	1,359	94.9	78.2
Pennsylvania—X	400,068	28,104	101.2	120.5
Rhode Island	27,148	3,831	99.4	138.2
South Carolina	32,612	7,946	157.7	146.5
South Dakota	15,623	1,119	107.8	218.7
Tennessee	65,729	11,580	105.7	142.1
Texas—X	364,872	25,900	111.5	162.3
Utah	12,550	823	95.2	400.9
Vermont	8,501	1,274	74.5	112.3
Virginia	99,670	25,105	134.4	154.4
Washington	94,129	2,872	115.4	106.9
West Virginia	45,005	3,917	108.2	145.6
Wisconsin	148,097	6,630	105.9	180.2
Wyoming	9,836	1,480	111.5	135.7
TOTAL U. S.	5,278,360	509,589	106.4	146.7

Respondent's Exhibit 3

(532)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
November 1953**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
Alabama	31,045	9,195	100.8	139.2
Arizona	23,192	1,110	89.3	60.5
Arkansas	17,771	4,146	95.5	122.1
California—E	374,590	15,073	116.8	108.8
Colorado—E	24,094	1,447	86.9	73.4
Connecticut	54,791	3,948	91.5	79.0
Delaware	11,752	693	93.3	54.4
Dist. of Columbia	29,707	2,838	88.7	79.3
Florida	80,748	18,437	101.5	120.2
Georgia	33,765	11,229	86.5	148.6
Idaho	16,586	388	117.9	36.2
Illinois	317,129	38,347	100.5	125.1
Indiana	136,673	6,442	103.1	134.2
Iowa	56,933	6,188	96.6	137.9
Kansas	25,374	3,849	94.3	146.7
Kentucky	60,311	3,386	110.2	109.5
Louisiana—E	78,233	5,581	104.6	132.9
Maine	20,974	2,626	82.0	94.0
Maryland	98,706	4,647	96.4	91.8
Massachusetts—E	85,381	10,386	91.7	81.6
Michigan	291,408	9,299	98.4	102.8
Minnesota—E	83,394	1,859	110.3	88.6
Mississippi	21,340	3,689	114.8	139.8
Missouri	121,741	18,252	97.2	132.4
Montana—E	21,052	2,578	120.2	182.8
Nebraska	32,084	3,476	101.6	137.6
Nevada	8,722	1,274	104.3	148.7
New Hampshire	16,264	1,373	90.8	119.8

Respondent's Exhibit 3

STATE	Industry	A-B	% To Previous Year	
	Sales	Sales	Industry	A-B
New Jersey--E	165,130	7,784	93.9	76.7
New Mexico	15,404	1,833	114.2	391.5
New York--E	406,904	18,397	88.7	91.7
North Carolina	35,363	11,623	85.1	132.4
North Dakota	17,805	1,105	124.7	194.2
Ohio	316,868	23,361	106.0	138.5
Oklahoma	34,460	3,513	93.2	102.4
Oregon	27,905	247	73.0	10.7
Pennsylvania--X	352,674	20,293	98.1	103.1
Rhode Island	21,520	2,066	85.9	72.1
South Carolina	20,524	7,185	69.4	128.9
South Dakota	11,543	714	103.1	134.6
Tennessee	49,959	8,174	95.6	125.9
Texas--X	240,399	14,101	92.5	101.6
Utah	9,632	407	94.3	163.1
Vermont	9,302	329	84.4	26.0
Virginia	58,309	19,342	86.0	119.0
Washington	48,886	1,112	77.5	36.6
West Virginia	35,717	3,016	97.1	143.0
Wisconsin	131,824	4,359	103.3	126.8
Wyoming	6,344	832	80.3	268.7
TOTAL U. S.	4,190,332	341,549	96.8	112.2

Respondent's Exhibit 3

(533)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
December 1953**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
Alabama	24,554	3,241	66.3	39.6
Arizona	19,844	—	95.1	—
Arkansas	14,491	3,176	57.4	66.7
California—E	400,903	16,021	119.6	81.2
Colorado—E	24,222	1,422	87.7	71.2
Connecticut	72,981	4,008	98.2	50.9
Delaware	16,505	383	97.5	27.9
Dist. of Columbia	28,116	3,467	70.5	84.5
Florida	93,097	11,996	101.9	65.6
Georgia	23,666	3,492	62.4	41.3
Idaho	7,839	510	75.0	71.3
Illinois	258,665	32,996	69.7	87.5
Indiana	153,725	5,523	96.1	89.4
Iowa	56,398	3,524	82.6	44.9
Kansas	26,007	1,737	90.7	44.8
Kentucky	76,918	1,625	245.2	44.6
Louisiana—E	78,009	3,680	97.8	71.1
Maine	22,824	876	82.1	21.9
Maryland	86,149	4,547	81.2	89.5
Massachusetts—E	106,744	12,098	91.9	63.5
Michigan	334,249	8,323	95.0	75.5
Minnesota—E	82,801	1,587	96.6	63.3
Mississippi	18,026	1,457	100.1	38.6
Missouri	132,532	18,634	101.1	112.7
Montana—E	19,149	1,328	91.8	51.3
Nebraska	29,788	765	89.4	27.0
Nevada	6,337	711	93.6	79.5
New Hampshire	20,136	1,226	93.8	59.3

Respondent's Exhibit 3

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
New Jersey—E	207,106	8,109	97.6	58.9
New Mexico	12,346	319	69.6	17.2
New York—E	508,881	20,054	94.1	71.0
North Carolina	22,619	4,700	50.2	38.8
North Dakota	14,795	209	108.6	16.6
Ohio	331,504	7,053	90.0	33.2
Oklahoma	35,463	1,737	95.4	41.6
Oregon	27,102	710	79.4	78.5
Pennsylvania—X	455,357	16,013	94.5	58.5
Rhode Island	28,349	1,637	85.7	40.1
South Carolina	8,412	4,514	30.6	89.0
South Dakota	9,138	179	100.2	52.5
Tennessee	45,136	4,986	80.9	62.8
Texas—X	257,576	8,031	93.5	42.3
Utah	9,254	70	95.3	12.7
Vermont	10,624	1,096	82.5	55.1
Virginia	53,790	14,171	71.5	82.8
Washington	59,090	1,129	85.4	60.3
West Virginia	35,405	452	85.3	19.7
Wisconsin	153,472	3,628	101.7	79.7
Wyoming	5,572	742	73.4	62.2
TOTAL U. S.	4,525,666	247,892	91.3	63.5

Respondent's Exhibit 3

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent Change
Year 1953**

	<i>Industry Sales Package Beer Bbls.</i>	<i>AB Sales Package Beer Bbls.</i>	<i>% Change from Previous Year</i>		<i>AB Inc. % to Industry</i>	
			<i>Industry</i>	<i>AB Inc.</i>	<i>1953</i>	<i>1952</i>
Ala.	488,856	101,362	+ 1.0	+ 4.6	20.7	20.0
Ariz.	375,968	25,384	+ 4.9	+ 3.6	6.8	6.8
Ark.	318,011	70,147	— 1.0	+ 12.5	22.1	19.4
Calif.	5,580,373	266,683	+ 4.4	+ 14.4	4.8	4.4
Colo.	366,856	34,485	— 11.8	+ 10.1	9.4	7.5
Conn.	881,941	85,605	+ 5.5	+ 8.5	9.7	9.4
Del.	188,923	14,195	+ 4.2	— 2.4	7.5	8.0
D. C.	467,853	50,150	— 1.7	+ 2.2	10.7	10.3
Fla.	1,179,883	271,234	+ 8.4	+ 26.0	23.0	19.8
Ga.	572,401	130,722	— 5.5	+ 9.3	22.8	19.8
Idaho	215,604	11,965	+ 2.0	— 15.8	5.5	6.7
Ill.	4,737,709	512,730	+ 3.9	+ 22.3	10.8	9.2
Ind.	2,018,785	89,822	+ 7.2	+ 23.7	4.4	3.9
Iowa	868,132	83,292	+ 1.5	+ 11.5	9.6	8.7
Kan.	446,154	59,286	+ 2.6	+ 10.6	13.3	12.3
Ky.	983,898	55,820	— 7.1	+ 19.4	5.7	4.4
La.	1,158,924	72,989	+ 4.6	+ 18.4	6.3	5.6
Me.	371,344	45,797	+ 2.3	+ 17.4	12.3	10.8
Md.	1,521,969	80,236	+ 1.8	+ 10.8	5.3	4.8
Mass.	1,427,030	203,961	+ 5.1	+ 3.2	14.3	14.6
Mich.	4,372,822	146,905	+ 7.4	+ 21.7	3.4	3.0
Minn.	1,159,707	33,902	+ 5.7	+ 5.9	2.9	2.9
Miss.	323,465	47,035	+ 2.0	+ 5.8	14.5	14.0
Mo.	1,828,150	242,618	+ 2.8	+ 29.6	13.3	10.5
Mont.	295,563	36,753	+ 2.4	+ 12.3	12.4	11.3
Neb.	482,713	39,074	+ 8.3	+ 18.7	8.1	7.4
Nev.	144,293	24,092	+ 13.6	+ 32.9	16.7	14.3
N. H.	262,963	32,485	+ 1.5	+ 16.1	12.4	10.8
N. J.	2,663,904	157,282	+ 9.0	— 2.4	5.9	6.6
N. M.	254,312	26,318	+ 0.9	+ 24.7	10.3	8.4

Respondent's Exhibit 3

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent Change
Year 1953 (Cont'd)**

	<i>Industry Sales Package Beer Bbls.</i>	<i>AB Sales Package Beer Bbls.</i>	<i>% Change from Previous Year</i>		<i>AB % to Industry 1953</i>	
			<i>Industry</i>	<i>AB</i>		
N. Y.	6,610,184	354,656	+ 5.2	+ 8.0	5.4	51
N. C.	591,128	150,626	+ 1.0	+ 10.1	25.5	234
N. D.	190,569	17,148	+ 0.2	— 0.9	9.0	91
Ohio	4,481,795	284,250	+ 4.2	+ 12.6	6.3	51
Okla.	518,744	55,436	— 4.5	+ 4.0	10.7	91
Ore.	564,345	19,536	— 4.6	— 11.3	3.5	37
Penn.	5,239,822	304,782	+ 4.6	— 2.4	5.8	61
R. I.	362,506	39,765	+ 1.0	— 2.8	11.0	114
S. C.	345,391	78,049	— 4.8	+ 7.4	22.6	201
S. D.	178,818	9,375	— 0.2	+ 16.1	5.2	41
Tenn.	767,981	113,668	— 1.4	+ 9.9	14.8	131
Texas	4,020,792	245,613	+ 1.5	+ 9.1	6.1	57
Utah	151,860	7,298	— 1.7	+ 0.7	4.8	47
Ver.	167,922	19,862	+ 7.5	+ 16.0	11.8	111
(535)						
Va.	1,159,707	251,072	+ 2.3	+ 15.9	21.6	191
Wash.	936,209	30,960	+ 1.4	— 9.5	3.3	37
W. Va.	535,184	38,435	— 2.6	+ 6.7	7.2	61
Wisc.	1,879,994	65,946	+ 4.8	+ 28.8	3.5	21
Wyo.	118,086	16,180	+ 1.4	+ 22.9	13.7	111
TOTAL U. S.	64,779,543	5,154,986	+ 3.7	+ 12.0	8.0	71

Respondent's Exhibit 3

(536)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
January 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year Industry</i>	<i>A-B</i>
Alabama	29,067	6,864	99.0	138.8
Arizona	22,882	809	73.1	61.0
Arkansas	18,521	3,500	89.4	101.0
California—E	321,100	13,503	86.5	89.9
Colorado—E	23,374	1,547	80.9	72.1
Connecticut	41,714	7,160	88.6	144.0
Delaware	9,264	935	93.0	180.5
Dist. of Columbia	24,677	2,683	81.2	78.4
Florida	83,799	26,071	100.1	132.0
Georgia	34,827	8,521	89.2	104.5
Idaho	5,322	551	36.2	96.5
Illinois	340,988	37,592	105.2	129.7
Indiana	123,926	5,305	93.2	104.1
Iowa	55,128	5,475	94.1	114.7
Kansas	23,662	3,598	91.7	115.7
Kentucky	96,420	4,453	334.4	116.9
Louisiana—E	70,751	4,648	100.9	152.4
Maine	18,923	2,607	85.8	94.0
Maryland	102,415	4,743	93.8	107.9
Massachusetts—E	75,817	10,858	90.1	103.6
Michigan	265,085	8,902	88.5	98.7
Minnesota—E	63,992	1,721	94.4	92.8
Mississippi	20,932	3,563	105.5	151.2
Missouri	111,239	16,648	102.7	134.3
Montana—E	14,423	1,840	83.5	137.3
Nebraska	23,117	1,718	85.3	139.3
Nevada	8,841	1,063	88.9	119.4
New Hampshire	13,321	1,743	80.9	81.9

Respondent's Exhibit 3

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
New Jersey—E	130,593	7,208	89.7	92.7
New Mexico	13,976	1,037	105.4	166.7
New York—E	360,444	19,209	88.9	105.1
North Carolina	37,329	10,420	98.2	130.6
North Dakota	10,229	731	87.8	64.1
Ohio	296,424	23,172	99.2	121.1
Oklahoma	29,323	2,324	87.1	120.2
Oregon	36,916	988	79.7	197.6
Pennsylvania—X	316,012	21,120	92.8	112.6
Rhode Island	19,608	2,617	85.9	88.6
South Carolina	18,959	6,079	80.9	169.6
South Dakota	9,738	607	90.5	87.8
Tennessee	52,492 52,492	10,327	97.2	135.7
Texas—X	253,335	14,679	89.4	116.4
Utah	8,668	324	87.3	60.1
Vermont	7,436	1,304	68.2	145.7
Virginia	— 49,988	17,869	94.1	114.9
Washington	58,030	1,210	90.7	61.6
West Virginia	32,400	2,275	86.2	79.5
Wisconsin	106,800	4,321	84.5	99.1
Wyoming	6,032	677	82.5	99.0
TOTAL U. S.	3,898,259	307,119	93.6	115.3

Respondent's Exhibit 3

(537)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
February 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year Industry</i>	<i>A-B</i>
Alabama	28,493	5,795	94.2	112.7
Arizona	26,695	1,567	102.2	80.0
Arkansas	19,667	3,038	104.0	74.8
California—E	295,837	13,912	82.2	90.9
Colorado—E	27,913	1,998	82.8	114.8
Connecticut	51,208	5,004	100.1	135.8
Delaware	11,270	581	101.1	69.8
Dist. of Columbia	27,085	3,009	89.5	93.1
Florida	93,993	21,231	104.6	109.9
Georgia	31,746	8,427	78.4	103.1
Idaho	19,207	444	140.7	59.2
Illinois	243,963	34,078	81.4	115.0
Indiana	130,255	5,089	104.6	106.8
Iowa	56,295	4,910	97.3	89.3
Kansas	26,181	3,552	97.8	100.8
Kentucky	60,418	3,002	79.4	93.2
Louisiana—E	86,844	5,246	117.3	96.4
Maine	18,272	1,894	83.4	90.0
Maryland	90,197	4,097	93.1	90.8
Massachusetts—E	78,725	10,440	87.9	77.3
Michigan	271,617	7,857	99.2	92.0
Minnesota—E	75,461	1,677	118.6	90.9
Mississippi	20,575	2,505	103.8	85.6
Missouri	118,290	17,635	104.8	130.3
Montana—E	18,240	1,871	101.5	70.5
Nebraska	26,964	934	101.6	52.5
Nevada	9,262	1,710	89.2	114.2
New Hampshire	15,278	1,750	99.1	87.3

Respondent's Exhibit 3

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
New Jersey—E	159,315	8,625	103.3	101.3
New Mexico	16,613	1,983	67.9	120.1
New York—E	375,514	17,189	107.3	92.1
North Carolina	32,539	8,273	79.9	88.7
North Dakota	10,174	696	82.7	78.0
Ohio	288,628	17,135	100.7	97.6
Oklahoma	33,296	2,594	96.8	59.8
Oregon	32,993	418	81.2	27.3
Pennsylvania—X	332,031	15,763	101.3	75.5
Rhode Island	19,592	1,700	88.8	87.7
South Carolina	29,518	5,186	148.5	89.0
South Dakota	10,612	549	106.8	197.5
Tennessee	45,811	7,139	92.3	103.9
Texas—X	274,467	9,671	97.5	58.3
Utah	9,126	173	87.9	67.3
Vermont	8,168	1,202	76.8	80.1
Virginia	67,228	15,226	83.4	86.9
Washington	59,194	1,564	90.7	76.1
West Virginia	30,998	2,138	94.0	108.5
Wisconsin	118,041	4,325	109.0	106.4
Wyoming	6,396	616	84.6	104.8
TOTAL U. S.	3,940,405	295,418	95.3	94.1

Respondent's Exhibit 3

(538)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
March 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
Alabama	37,798	6,870	100.6	84.8
Arizona	30,254	1,626	97.0	72.6
Arkansas	23,911	5,095	88.5	94.2
California—E	481,425	21,948	94.6	104.0
Colorado—E	32,456	2,064	111.7	66.0
Connecticut	62,129	7,220	100.4	128.2
Delaware	14,461	790	123.5	92.3
Dist. of Columbia	32,868	3,263	94.7	90.8
Florida	104,769	27,119	94.5	94.7
Georgia	39,043	10,514	77.9	107.0
Idaho	14,161	1,042	102.6	90.6
Illinois	385,762	41,151	108.8	117.0
Indiana	153,398	7,201	101.6	109.6
Iowa	68,284	6,481	106.4	119.0
Kansas	30,270	4,893	94.8	122.9
Kentucky	101,614	3,623	112.2	83.8
Louisiana—E	88,829	8,511	112.0	145.5
Maine	28,356	3,576	97.6	115.7
Maryland	90,602	4,945	92.5	94.1
Massachusetts—E	108,966	12,778	110.8	88.2
Michigan	326,761	9,079	108.7	88.0
Minnesota—E	85,658	2,074	110.6	84.5
Mississippi	22,718	3,839	95.3	113.8
Missouri	143,222	22,387	105.6	122.1
Montana—E	22,208	2,799	99.2	110.3
Nebraska	35,382	2,875	98.3	97.8
Nevada	12,773	1,878	101.3	86.7
New Hampshire	16,682	2,949	92.8	134.5

Respondent's Exhibit 3

STATE	<i>Industry</i>		<i>% To Previous Year</i>	
	<i>Sales</i>	<i>A-B</i> <i>Sales</i>	<i>Industry</i>	<i>A-B</i>
New Jersey—E	189,673	11,285	105.6	92.1
New Mexico	18,259	1,430	138.6	96.0
New York—E	479,850	27,599	102.6	112.8
North Carolina	41,935	12,067	81.8	100.3
North Dakota	14,539	1,842	124.4	105.3
Ohio	337,108	16,565	106.0	71.7
Oklahoma	39,118	3,250	96.7	83.3
Oregon	42,287	1,679	93.5	85.2
Pennsylvania—X	382,845	18,649	100.2	82.0
Rhode Island	25,594	2,267	94.4	76.1
South Carolina	15,829	5,806	33.0	98.4
South Dakota	12,791	648	113.7	75.0
Tennessee	57,818	8,728	97.8	106.1
Texas—X	337,629	18,705	105.3	95.5
Utah	10,688	464	93.9	67.9
Vermont	10,800	1,655	86.5	179.1
Virginia	73,335	19,545	65.6	100.3
Washington	75,615	1,907	99.4	58.9
West Virginia	40,334	2,299	95.7	92.3
Wisconsin	134,893	5,680	106.4	156.3
Wyoming	9,265	1,358	135.5	130.7
TOTAL U. S.	4,944,965	392,023	100.9	100.3

Respondent's Exhibit 3

(539)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
April 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
Alabama	41,662	7,222	90.5	83.9
Arizona	32,776	1,557	97.1	69.4
Arkansas	31,210	6,203	103.9	97.7
California—E	472,648	18,079	96.0	80.1
Colorado—E	34,813	2,219	92.0	90.6
Connecticut	66,717	9,532	101.8	98.6
Delaware	13,069	1,391	78.9	92.4
Dist. of Columbia	37,418	3,811	100.9	95.1
Florida	108,656	21,360	107.1	72.9
Georgia	52,989	11,964	100.8	111.1
Idaho	19,085	999	78.4	77.6
Illinois	359,996	41,808	84.7	103.9
Indiana	158,132	6,522	97.6	86.2
Iowa	70,506	5,469	99.2	73.1
Kansas	34,357	4,149	102.0	73.4
Kentucky	41,058	3,358	43.0	58.9
Louisiana—E	100,527	4,607	95.0	65.3
Maine	31,642	3,627	94.1	108.0
Maryland	109,755	6,361	97.5	90.0
Massachusetts—E	124,885	16,239	102.9	79.8
Michigan	352,594	9,326	102.3	73.6
Minnesota—E	93,576	2,169	100.2	75.9
Mississippi	28,606	4,721	102.4	101.2
Missouri	163,654	24,698	115.4	169.1
Montana—E	23,091	3,082	96.7	84.8
Nebraska	40,407	3,075	100.9	99.2
Nevada	13,265	2,222	105.3	100.5
New Hampshire	20,303	2,125	103.6	89.3

Respondent's Exhibit 3

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
New Jersey—E	203,834	10,800	105.0	81.4
New Mexico	22,473	2,233	96.5	70.6
New York—E	516,005	27,639	98.7	88.4
North Carolina	51,967	13,474	100.1	92.3
North Dakota	13,955	757	107.2	58.6
Ohio	360,390	17,953	100.2	67.9
Oklahoma	44,237	3,510	109.7	62.0
Oregon	45,416	1,161	91.3	35.5
Pennsylvania—X	406,994	20,899	93.4	77.0
Rhode Island	27,028	3,750	88.4	95.1
South Carolina	32,940	6,139	142.3	88.1
South Dakota	15,054	826	104.8	106.3
Tennessee	63,237	8,471	91.8	84.4
Texas—X	365,236	18,616	95.6	84.3
Utah	12,286	197	89.6	32.0
Vermont	12,357	1,182	111.6	100.7
Virginia	79,757	23,769	60.1	100.4
Washington	78,779	1,677	105.0	60.4
West Virginia	42,443	2,625	100.0	81.2
Wisconsin	136,425	4,782	99.5	102.1
Wyoming	9,165	1,085	79.1	73.8
TOTAL U. S.	5,217,375	399,240	96.0	87.4

Respondent's Exhibit 3

(540)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
May 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
Alabama	41,829	7,256	101.3	66.2
Arizona	34,880	1,390	111.8	49.1
Arkansas	27,636	4,752	113.2	91.0
California—E	497,411	19,648	102.3	93.7
Colorado—E	38,609	2,931	108.8	129.1
Connecticut	70,205	7,977	85.9	115.3
Delaware	14,590	1,322	86.9	98.1
Dist. of Columbia	32,984	3,382	75.2	71.9
Florida	104,016	22,268	96.8	108.4
Georgia	60,663	12,377	164.3	115.3
Idaho	21,260	608	142.4	56.3
Illinois	458,703	40,910	119.7	85.3
Indiana	165,290	6,025	100.8	72.4
Iowa	78,543	7,062	123.3	81.9
Kansas	35,706	5,375	93.8	86.0
Kentucky	92,327	3,910	143.4	73.4
Louisiana—E	109,363	4,102	105.0	51.5
Maine	31,817	4,790	87.3	90.7
Maryland	122,795	6,487	85.8	91.5
Massachusetts—E	130,265	19,099	106.3	90.2
Michigan	358,858	10,646	91.8	73.1
Minnesota—E	100,328	2,861	91.6	81.5
Mississippi	27,396	3,440	141.8	73.3
Missouri	162,384	24,548	101.3	119.4
Montana—E	27,888	3,120	122.1	99.7
Nebraska	48,078	3,970	124.0	90.2
Nevada	15,232	1,933	112.5	75.7
New Hampshire	20,873	3,066	89.9	96.4

Respondent's Exhibit 3

STATE	Industry	A-B	% To Previous Year	
	Sales	Sales	Industry	A-B
New Jersey—E	206,122	10,716	91.4	88.5
New Mexico	27,508	2,085	112.3	85.6
New York—E	558,529	30,166	92.9	84.7
North Carolina	57,722	11,802	153.0	79.0
North Dakota	15,092	1,792	96.0	95.3
Ohio	364,406	20,821	97.1	72.9
Oklahoma	41,552	5,301	89.6	107.3
Oregon	48,866	738	92.8	34.6
Pennsylvania—X	396,744	20,781	90.6	70.7
Rhode Island	28,398	3,583	99.9	113.9
South Carolina,	29,844	6,928	84.3	116.6
South Dakota	16,685	856	117.9	145.1
Tennessee	65,285	7,712	104.1	66.9
Texas—X	376,458	14,120	116.7	59.8
Utah	13,621	705	124.3	98.6
Vermont	17,658	2,348	117.0	76.3
Virginia	110,752	22,502	86.4	90.1
Washington	82,208	2,348	102.8	67.3
West Virginia	40,647	2,980	94.2	80.0
Wisconsin	158,721	5,934	100.8	81.4
Wyoming	10,516	1,175	131.3	147.4
TOTAL U. S.	5,597,263	410,648	100.9	85.0

Respondent's Exhibit 3

(541)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
June 1954**

I—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year Industry</i>	<i>A-B</i>
Alabama	45,338	5,414	102.2	60.9
Arizona	38,145	1,161	131.8	40.1
Arkansas	31,525	4,582	77.0	67.2
California—E	550,370	18,562	98.0	76.4
Colorado—E	48,961	2,394	396.8	57.1
Connecticut	98,041	5,817	112.1	71.8
Delaware	23,351	763	139.8	50.8
Dist. of Columbia	43,900	4,230	97.9	88.0
Florida	106,176	15,274	100.4	65.8
Georgia	57,008	9,146	141.6	77.4
Idaho	21,446	722	98.2	61.6
Illinois	492,054	48,792	114.1	103.1
Indiana	210,551	5,608	104.7	79.6
Iowa	96,447	7,511	118.5	122.2
Kansas	53,315	5,282	93.4	99.2
Kentucky	109,525	4,153	65.4	77.8
Louisiana—E	115,622	5,427	96.1	97.3
Maine	42,266	5,211	88.3	133.0
Maryland	151,109	7,377	102.4	76.6
Massachusetts—E	136,511	16,544	99.5	79.3
Michigan	476,540	12,887	116.7	85.9
Minnesota—E	130,849	3,277	108.2	91.3
Mississippi	30,659	3,423	102.4	81.7
Missouri	224,220	37,122	101.8	144.2
Montana—E	30,760	2,983	117.5	73.9
Nebraska	53,101	3,197	107.5	92.4
Nevada	17,402	1,895	136.4	72.0
New Hampshire	28,095	3,397	103.9	103.6

Respondent's Exhibit 3

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year</i>	
			<i>Industry</i>	<i>A-B</i>
New Jersey—E	283,678	15,370	104.9	85.0
New Mexico	27,283	1,379	90.8	36.8
New York—E	663,831	27,282	106.6	80.2
North Carolina	49,206	9,375	164.3	70.9
North Dakota	20,111	1,303	120.6	94.6
Ohio	484,036	19,576	109.0	79.0
Oklahoma	54,749	2,984	91.2	75.4
Oregon	54,270	1,045	116.5	65.9
Pennsylvania—X	523,897	21,257	103.6	72.2
Rhode Island	37,802	3,279	111.3	98.5
South Carolina	31,702	6,807	148.3	101.5
South Dakota	20,109	909	103.7	119.6
Tennessee	77,422	8,461	107.2	86.3
Texas—X	394,898	14,524	110.1	58.6
Utah	15,509	535	116.5	152.0
Vermont	17,774	1,812	93.8	54.8
Virginia	112,497	14,789	103.2	67.0
Washington	87,150	2,089	106.8	66.4
West Virginia	53,598	2,344	104.7	83.0
Wisconsin	201,587	6,428	139.0	111.4
Wyoming	14,468	1,707	153.6	69.8
TOTAL U. S.	6,668,864	405,406	107.0	83.4

Respondent's Exhibit 3

(542)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
July 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
Alabama	49,474	8,175	106.7	132.8
Arizona	33,506	1,639	93.3	134.0
Arkansas	33,344	6,741	105.2	120.3
California—E	615,320	25,345	114.6	125.2
Colorado—E	50,665	3,964	311.4	124.3
Connecticut	93,399	5,591	89.5	180.6
Delaware	18,724	1,259	74.2	134.9
Dist. of Columbia	46,126	4,073	37.4	144.1
Florida	112,988	22,332	103.9	105.6
Georgia	61,773	12,533	88.4	118.8
Idaho	26,056	1,027	112.0	121.3
Illinois	505,212	49,976	91.0	106.5
Indiana	197,878	7,782	90.0	127.5
Iowa	109,153	9,584	119.0	90.3
Kansas	58,263	7,610	122.3	84.1
Kentucky	135,304	4,808	151.0	122.1
Louisiana—E	116,817	6,899	99.3	107.8
Maine	39,763	4,168	87.8	168.5
Maryland	155,908	7,283	96.7	123.5
Massachusetts—E	146,889	17,061	92.5	114.4
Michigan	440,220	12,877	89.2	121.4
Minnesota—E	139,020	3,948	107.9	103.6
Mississippi	33,308	4,639	99.6	100.2
Missouri	207,822	57,153	106.1	49.9
Montana—E	36,450	3,312	107.6	119.6
Nebraska	59,192	5,338	112.0	80.2
Nevada	18,332	2,267	128.0	139.6
New Hampshire	30,447	3,768	95.9	92.5

Respondent's Exhibit 3

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year</i>	
			<i>Industry</i>	<i>A-B</i>
New Jersey—E	306,234	15,014	91.2	136.3
New Mexico	29,997	2,546	109.2	117.7
New York—E	689,683	30,142	91.8	128.6
North Carolina	60,442	13,667	78.8	110.8
North Dakota	23,096	1,832	144.8	103.3
Ohio	460,488	21,565	96.2	124.8
Oklahoma	59,460	4,343	117.4	147.2
Oregon	54,451	1,970	92.6	85.4
Pennsylvania—X	520,946	23,431	90.7	127.4
Rhode Island	36,427	3,075	90.0	161.9
South Carolina	33,612	7,590	116.3	107.4
South Dakota	25,526	1,652	112.7	63.4
Tennessee	79,524	10,913	102.3	99.8
Texas—X	428,739	23,253	109.6	108.4
Utah	19,070	933	106.8	77.4
Vermont	18,699	2,098	90.3	104.9
Virginia	100,888	24,710	88.8	88.8
Washington	93,892	2,730	93.0	119.6
West Virginia	51,764	3,403	88.5	112.4
Wisconsin	206,899	7,643	86.0	94.7
Wyoming	15,989	1,869	108.4	140.3
TOTAL U. S.	6,887,179	505,551	98.1	108.1

Respondent's Exhibit 3

(543)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
August 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
Alabama	43,852	8,243	75.9	88.9
Arizona	30,249	1,136	76.9	44.6
Arkansas	29,281	5,354	80.8	71.4
California—E	537,951	22,229	105.2	79.8
Colorado—E	45,431	2,203	97.0	56.7
Connecticut	88,472	6,063	101.5	56.3
Delaware	17,894	1,176	104.1	55.0
Dist. of Columbia	43,489	4,125	102.9	91.6
Florida	113,938	18,007	107.4	72.4
Georgia	55,508	10,750	77.9	79.7
Idaho	24,878	1,066	107.9	83.2
Illinois	392,999	44,040	83.9	80.8
Indiana	176,370	5,275	86.4	55.8
Iowa	82,321	7,371	85.4	94.2
Kansas	48,103	4,771	95.7	74.3
Kentucky	197,555	3,757	160.1	55.5
Louisiana—E	116,561	4,120	104.0	60.9
Maine	33,112	2,767	98.3	60.5
Maryland	148,195	7,235	94.3	69.5
Massachusetts—E	145,383	17,195	103.4	82.7
Michigan	398,146	10,606	84.0	72.1
Minnesota—E	118,123	2,250	96.6	57.1
Mississippi	30,531	3,285	81.9	62.1
Missouri	187,094	50,698	107.0	202.7
Montana—E	31,694	2,803	93.7	88.8
Nebraska	42,884	3,400	82.6	100.0
Nevada	16,125	1,728	104.2	69.8
New Hampshire	26,124	1,773	97.5	45.5

Respondent's Exhibit 3

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year</i>	
			<i>Industry</i>	<i>A-B</i>
New Jersey—E	275,753	13,993	96.8	74.2
New Mexico	23,930	1,442	85.7	47.4
New York—E	647,504	25,608	96.1	67.7
North Carolina	52,325	9,789	64.1	60.3
North Dakota	19,678	1,423	102.0	94.9
Ohio	424,740	17,655	95.7	60.1
Oklahoma	52,891	4,154	104.6	72.1
Oregon	54,554	1,675	89.7	74.2
Pennsylvania—X	480,685	20,738	96.4	60.2
Rhode Island	31,421	2,686	83.5	52.8
South Carolina	23,808	6,491	52.1	84.9
South Dakota	20,911	1,100	98.0	92.0
Tennessee	72,175	10,098	85.9	81.8
Texas—X	433,310	17,377	98.3	63.7
Utah	15,162	251	86.0	21.4
Vermont	14,730	1,435	74.0	74.7
Virginia	89,401	18,931	84.6	76.3
Washington	94,169	2,146	98.8	77.2
West Virginia	47,062	2,129	84.8	47.6
Wisconsin	185,096	6,644	79.5	86.1
Wyoming	13,039	1,488	84.3	94.2
TOTAL U. S.	6,294,607	420,679	94.3	77.2

Respondent's Exhibit 3

(544)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
September 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
Alabama	43,864	9,268	81.1	88.9
Arizona	33,073	1,375	91.4	49.5
Arkansas	27,556	5,369	80.7	65.7
California—E	506,824	18,597	99.5	65.1
Colorado—E	38,782	2,493	94.7	71.8
Connecticut	71,246	5,683	58.4	58.8
Delaware	18,879	402	83.8	29.1
Dist. of Columbia	38,372	3,494	83.2	64.9
Florida	102,209	21,686	106.0	87.5
Georgia	47,048	11,411	76.7	75.8
Idaho	17,033	485	76.8	27.4
Illinois	329,284	37,393	68.0	72.8
Indiana	170,995	6,346	84.6	62.4
Iowa	72,731	5,750	81.1	60.5
Kansas	44,173	4,562	90.9	59.7
Kentucky	69,226	3,147	136.9	56.7
Louisiana—E	111,490	4,498	101.4	68.7
Maine	26,932	2,747	70.0	48.9
Maryland	143,967	5,219	97.4	66.3
Massachusetts—E	113,057	14,466	58.1	59.6
Michigan	346,759	8,548	83.4	52.9
Minnesota—E	95,636	2,233	87.2	68.0
Mississippi	29,735	4,147	83.3	95.8
Missouri	170,603	46,586	94.1	193.4
Montana—E	24,524	1,848	78.3	38.4
Nebraska	41,895	2,373	82.8	55.0
Nevada	13,270	1,339	80.7	49.9
New Hampshire	20,971	1,085	71.1	24.8

Respondent's Exhibit 3

STATE	Industry Sales	A-B Sales	% To Previous Year Industry A-B	
New Jersey—E	222,189	8,720	68.5	48.1
New Mexico	21,081	1,540	82.6	57.8
New York—E	525,791	22,905	63.2	54.4
North Carolina	46,480	10,341	71.3	68.2
North Dakota	16,800	994	81.0	46.5
Ohio	388,896	14,080	85.0	51.0
Oklahoma	50,674	6,498	100.3	36.4
Oregon	43,611	916	74.6	40.1
Pennsylvania—X	422,947	16,801	79.9	60.6
Rhode Island	29,357	2,098	69.1	54.0
South Carolina	25,165	6,193	66.2	80.6
South Dakota	15,004	597	80.3	51.5
Tennessee	64,380	7,515	81.7	64.7
Texas—X	293,710	12,510	77.8	48.5
Utah	12,595	175	81.6	18.6
Vermont	10,751	1,179	54.6	54.5
Virginia	64,890	16,222	57.4	72.3
Washington	82,442	1,827	86.0	58.5
West Virginia	45,287	2,554	81.4	45.2
Wisconsin	153,394	5,096	89.0	77.6
Wyoming	9,898	892	64.3	46.9
TOTAL U. S.	5,315,476	368,203	79.5	68.0

Respondent's Exhibit 3

(545)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
October 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year</i>	
			<i>Industry</i>	<i>A-B</i>
Alabama	39,707	6,546	86.1	55.7
Arizona	32,309	2,042	82.8	62.5
Arkansas	26,947	4,775	92.8	61.9
California—E	439,393	15,658	94.0	55.6
Colorado—E	33,518	1,992	90.2	58.4
Connecticut	67,875	4,479	148.3	55.0
Delaware	14,057	561	109.8	41.8
Dist. of Columbia	35,622	3,367	74.7	78.0
Florida	94,779	19,921	99.0	74.4
Georgia	49,398	9,209	93.0	70.3
Idaho	14,125	511	72.7	50.4
Illinois	359,257	36,680	82.3	69.2
Indiana	145,262	4,974	87.1	55.6
Iowa	62,647	5,344	78.0	55.5
Kansas	33,433	3,414	95.7	63.4
Kentucky	56,152	3,195	93.1	65.1
Louisiana—E	94,162	5,080	86.3	63.2
Maine	25,659	2,523	134.1	55.5
Maryland	125,267	4,158	76.5	71.6
Massachusetts—E	100,583	11,388	114.5	70.9
Michigan	310,490	8,093	89.7	63.9
Minnesota—E	79,971	1,818	80.1	60.0
Mississippi	27,178	3,573	85.4	65.8
Missouri	147,194	39,038	90.7	170.1
Montana—E	21,895	2,077	84.7	57.9
Nebraska	33,871	2,566	71.1	43.4
Nevada	13,219	1,390	118.4	75.7
New Hampshire	20,269	1,279	107.8	43.1

Respondent's Exhibit 3

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
New Jersey—E	206,737	8,240	116.5	69.0
New Mexico	19,288	1,566	80.5	66.6
New York—E	502,157	22,021	121.2	62.7
North Carolina	49,872	12,159	83.0	77.5
North Dakota	11,890	805	56.7	40.8
Ohio	331,492	10,743	89.4	35.3
Oklahoma	41,633	4,063	99.6	63.1
Oregon	37,552	709	75.0	52.2
Pennsylvania—X	379,712	14,733	94.9	52.4
Rhode Island	26,357	2,302	97.1	60.1
South Carolina	35,734	7,289	109.6	91.7
South Dakota	10,351	624	66.3	55.8
Tennessee	58,679	7,144	89.3	61.7
Texas—X	304,351	13,419	83.4	51.8
Utah	12,277	524	97.8	63.7
Vermont	11,416	829	134.3	65.1
Virginia	66,231	17,990	66.5	71.7
Washington	65,436	1,442	69.5	50.2
West Virginia	37,769	2,061	83.9	52.6
Wisconsin	126,646	3,232	85.5	48.7
Wyoming	8,326	753	84.6	50.9
TOTAL U. S.	4,848,148	338,299	91.8	66.4

Respondent's Exhibit 3

(546)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
November 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
Alabama	28,393	3,839	91.5	41.8
Arizona	30,558	766	131.8	69.0
Arkansas	17,763	2,550	99.9	61.5
California—E	408,186	14,332	109.0	95.1
Colorado—E	31,116	1,611	129.1	111.3
Connecticut	65,121	5,705	118.9	144.5
Delaware	12,763	740	108.6	106.8
Dist. of Columbia	32,722	3,199	110.1	112.7
Florida	92,461	14,750	114.5	80.0
Georgia	34,121	6,579	101.1	58.6
Idaho	13,683	332	82.5	85.6
Illinois	287,345	34,797	96.6	90.7
Indiana	145,489	4,084	106.5	63.4
Iowa	64,834	3,537	113.9	57.2
Kansas	32,589	2,593	128.4	67.4
Kentucky	73,357	2,544	121.6	75.1
Louisiana—E	77,097	2,549	98.5	45.7
Maine	26,094	1,382	124.4	52.6
Maryland	102,375	3,947	103.7	84.9
Massachusetts—E	109,710	12,498	128.5	120.3
Michigan	323,734	8,585	111.1	92.3
Minnesota—E	82,752	1,643	99.2	88.4
Mississippi	20,881	2,523	97.8	68.4
Missouri	129,661	36,351	106.5	199.2
Montana—E	21,990	1,388	104.5	53.8
Nebraska	35,310	1,896	110.1	54.5
Nevada	10,463	992	120.0	77.9
New Hampshire	19,328	1,480	118.8	107.8

Respondent's Exhibit 3

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
New Jersey—E	193,003	8,229	116.9	105.7
New Mexico	17,323	871	112.5	47.5
New York—E	484,107	20,542	119.0	111.7
North Carolina	40,216	7,630	113.7	65.6
North Dakota	11,886	1,156	66.8	104.6
Ohio	28,694	12,940	103.7	55.4
Oklahoma	39,175	1,377	113.7	39.2
Oregon	36,489	591	130.8	239.3
Pennsylvania—X	385,616	12,851	109.3	63.3
Rhode Island	25,427	1,995	118.2	96.6
South Carolina	25,081	4,449	122.2	61.9
South Dakota	11,651	454	100.9	63.6
Tennessee	50,452	6,449	101.0	78.9
Texas—X	267,889	7,999	111.4	56.7
Utah	10,063	67	104.5	16.5
Vermont	11,513	1,259	124.0	382.7
Virginia	64,179	14,143	110.1	73.1
Washington	63,612	1,048	130.1	94.2
West Virginia	35,057	2,259	98.2	74.9
Wisconsin	134,286	3,946	101.9	90.5
Wyoming	8,547	532	134.7	63.9
TOTAL U. S.	4,574,187	287,979	109.2	84.3

Respondent's Exhibit 3

(547)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
December 1954**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year Industry A-B	
Alabama	25,210	2,494	102.7	77.0
Arizona	26,533	823	133.7	∞
Arkansas	18,131	1,929	125.1	60.7
California—E	391,091	13,302	97.6	83.0
Colorado—E	30,467	1,755	125.8	123.4
Connecticut	72,253	3,806	99.0	95.0
Delaware	17,503	867	106.0	226.4
Dist. of Columbia	33,511	3,134	119.2	90.4
Florida	94,885	16,562	101.9	138.1
Georgia	27,376	4,242	115.7	121.5
Idaho	11,326	295	144.5	57.8
Illinois	348,670	38,297	134.8	116.1
Indiana	151,756	4,840	98.7	87.6
Iowa	70,799	5,625	125.5	159.6
Kansas	30,989	2,790	119.2	160.6
Kentucky	48,472	2,856	63.0	175.8
Louisiana—E	83,551	4,140	107.1	112.5
Maine	23,456	2,169	102.8	247.6
Maryland	101,945	4,054	118.3	89.2
Massachusetts—E	124,482	12,806	116.6	105.9
Michigan	351,620	7,922	105.2	95.2
Minnesota—E	91,045	2,034	110.0	128.2
Mississippi	17,964	987	99.7	67.7
Missouri	147,254	39,708	111.1	213.1
Montana—E	21,694	1,783	113.3	134.3
Nebraska	36,864	2,415	123.8	315.7
Nevada	9,383	487	148.1	68.5
New Hampshire	20,382	1,494	101.2	121.9

Respondent's Exhibit 3

STATE	Industry	A-B	% To Previous Year	
	Sales	Sales	Industry	A-B
New Jersey—E	215,770	8,265	104.2	101.9
New Mexico	17,053	1,168	138.1	366.1
New York—E	532,693	20,063	104.7	100.0
North Carolina	31,426	6,502	138.9	138.3
North Dakota	15,144	683	102.4	326.8
Ohio	360,354	12,229	108.7	173.4
Oklahoma	37,594	1,392	106.0	80.1
Oregon	30,728	984	113.4	138.6
Pennsylvania—X	450,225	16,392	98.9	102.4
Rhode Island	28,216	2,127	99.5	129.9
South Carolina	22,950	3,819	272.8	84.6
South Dakota	11,942	355	130.7	198.3
Tennessee	47,381	5,478	105.0	109.9
Texas—X	302,396	9,562	117.4	119.1
Utah	9,507	222	102.7	317.1
Vermont	11,491	1,527	108.2	139.3
Virginia	69,565	11,905	129.3	84.0
Washington	69,890	643	118.3	57.0
West Virginia	35,002	1,000	98.9	221.2
Wisconsin	149,314	3,916	97.3	107.9
Wyoming	8,097	638	145.3	86.0
TOTAL U. S.	4,885,350	292,486	108.0	118.0

Respondent's Exhibit 3

(548)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
January 1955**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
Alabama	33,445	6,438	115.1	93.8
Arizona	27,196	1,461	118.9	180.6
Arkansas	19,589	3,402	105.8	97.2
California	317,882	10,443	99.0	77.3
Colorado	26,966	1,003	115.4	64.8
Connecticut	46,321	5,289	110.0	73.9
Delaware	10,236	389	110.5	41.6
Dist. of Columbia	26,421	2,678	107.1	99.8
Florida	92,924	20,384	110.9	78.2
Georgia	40,105	7,855	115.2	92.2
Idaho	11,415	492	214.5	89.3
Illinois	354,455	31,750	103.9	84.5
Indiana	125,217	4,076	101.0	76.8
Iowa	67,746	6,392	122.9	116.7
Kansas	26,710	3,541	112.9	98.4
Kentucky	77,412	2,698	80.3	60.6
Louisiana	72,209	6,278	102.1	135.1
Maine	25,758	2,334	136.1	89.5
Maryland	112,811	4,327	110.2	91.2
Massachusetts	81,261	9,498	107.2	87.5
Michigan	271,459	6,060	102.4	68.1
Minnesota	71,294	1,705	111.4	99.1
Mississippi	21,045	3,586	100.5	100.6
Missouri	121,492	30,194	109.2	181.4
Montana	17,202	1,871	119.3	101.7
Nebraska	32,333	2,432	139.9	141.6
Nevada	9,543	987	107.9	92.9
New Hampshire	15,526	1,570	116.6	90.1

Respondent's Exhibit 3

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
New Jersey	146,250	5,958	112.0	82.7
New Mexico	17,237	863	123.3	83.2
New York	382,240	15,627	106.0	81.4
North Carolina	38,017	7,304	101.8	70.1
North Dakota	15,144	1,033	148.0	141.3
Ohio	307,134	12,584	103.6	54.3
Oklahoma	32,784	2,544	111.8	109.5
Oregon	39,595	947	107.3	95.9
Pennsylvania		14,510		68.7
Rhode Island	21,870	2,233	111.5	85.3
South Carolina	16,004	4,551	84.4	74.9
South Dakota	11,068	601	113.7	99.0
Tennessee	49,591	6,877	94.5	66.6
Texas	278,074	12,571	109.8	85.6
Utah	9,154	304	105.6	93.8
Vermont	9,443	597	127.0	45.8
Virginia	59,818	16,311	119.7	91.3
Washington	66,332	1,657	114.3	136.9
West Virginia	32,574	1,684	100.5	74.0
Wisconsin	117,355	3,824	109.9	88.5
Wyoming	7,134	530	118.3	78.3
TOTAL U. S.		292,243		86.7

Respondent's Exhibit 3

(549)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
February 1955**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
Alabama	29,122	5,071	102.2	87.5
Arizona	22,690	808	85.0	51.6
Arkansas	18,703	4,080	95.1	134.3
California—E	316,927	10,788	107.1	77.5
Colorado—E	26,304	1,611	94.2	80.6
Connecticut	49,534	4,444	96.7	88.8
Delaware	11,045	646	98.0	111.2
Dist. of Columbia	28,538	2,901	105.4	96.4
Florida	97,316	19,938	103.5	93.9
Georgia	40,481	7,286	127.5	86.5
Idaho	15,583	575	81.1	129.5
Illinois	260,779	31,083	106.9	91.2
Indiana	125,617	4,550	96.4	89.4
Iowa	60,752	5,171	107.9	105.3
Kansas	25,289	2,581	96.6	72.7
Kentucky	63,673	2,378	105.4	79.2
Louisiana—E	72,892	2,397	83.9	45.7
Maine	20,755	2,390	113.6	126.2
Maryland	87,226	3,627	96.7	88.5
Massachusetts—E	87,193	10,205	110.8	97.7
Michigan	261,841	5,927	96.4	75.4
Minnesota—E	69,175	1,671	91.7	99.6
Mississippi	17,896	1,893	87.0	75.6
Missouri	147,961	45,202	125.1	256.3
Montana—E	18,529	1,789	101.6	95.6
Nebraska	26,199	1,246	97.2	133.4
Nevada	10,562	937	114.0	54.8
New Hampshire	15,309	1,716	100.2	98.1

Respondent's Exhibit 3

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year</i>	
			<i>Industry</i>	<i>A-B</i>
New Jersey—E	154,467	6,256	97.0	72.5
New Mexico	14,250	844	85.8	42.6
New York—E	384,026	15,826	102.3	92.1
North Carolina	33,694	6,845	103.5	82.7
North Dakota	10,736	677	105.5	97.3
Ohio	279,104	11,335	96.7	66.2
Oklahoma	32,033	3,150	96.2	121.4
Oregon	35,983	685	109.1	163.9
Pennsylvania—X		10,613		67.3
Rhode Island	20,523	1,953	104.8	114.9
South Carolina	24,186	3,912	81.9	75.4
South Dakota	9,624	321	90.7	58.5
Tennessee	47,969	5,894	104.7	82.6
Texas—X	267,962	9,114	97.6	94.2
Utah	7,900	78	86.6	45.1
Vermont	9,355	1,176	114.5	97.8
Virginia	75,446	13,056	112.2	85.7
Washington	60,628	1,048	102.4	67.0
West Virginia	29,312	1,293	94.6	60.5
Wisconsin	114,759	3,226	97.2	74.6
Wyoming	6,531	599	102.1	97.2
TOTAL U. S.		280,812		

Respondent's Exhibit 3

(550)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
March 1955**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
Alabama	44,651	6,889	118.1	100.3
Arizona	32,240	1,877	106.6	115.4
Arkansas—E	28,604	4,199	119.6	82.4
California—E	562,635	20,280	116.9	92.4
Colorado	33,539	1,925	103.3	93.3
Connecticut	62,128	6,131	—	84.9
Delaware	15,055	763	104.1	96.6
Dist. of Columbia	33,048	3,334	100.5	102.0
Florida	123,325	28,893	117.7	106.5
Georgia	55,317	13,225	141.7	125.8
Idaho	13,587	941	95.9	90.3
Illinois	449,574	37,800	116.5	91.9
Indiana	160,116	5,488	104.4	76.2
Iowa	75,430	5,917	110.5	91.3
Kansas	32,821	4,321	108.4	88.3
Kentucky	63,791	2,763	62.8	76.3
Louisiana—E	95,920	5,012	108.0	59.2
Maine	25,831	3,302	91.1	92.3
Maryland	106,053	5,422	117.1	109.6
Massachusetts—E	111,060	13,652	101.9	100.8
Michigan	338,642	8,767	103.6	96.6
Minnesota—E	88,365	2,043	103.2	98.5
Mississippi	26,376	2,863	116.1	74.6
Missouri	140,239	28,878	97.9	129.0
Montana—E	21,246	1,837	95.7	65.6
Nebraska	38,261	2,714	108.1	94.4
Nevada	16,175	2,357	126.6	125.5
New Hampshire	17,525	2,294	105.1	77.8

Respondent's Exhibit 3

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year Industry A-B</i>	
New Jersey—E	196,412	9,461	103.6	83.8
New Mexico	23,632	1,696	129.4	118.6
New York—E	480,648	13,010	100.2	47.1
North Carolina	51,688	12,242	123.3	101.5
North Dakota	10,575	1,380	72.7	74.9
Ohio	360,288	14,411	106.9	87.0
Oklahoma	40,346	3,066	103.1	94.3
Oregon	41,084	1,352	97.2	80.5
Pennsylvania—X		18,535		99.4
Rhode Island	25,083	1,964	98.0	86.6
South Carolina	36,340	6,731	229.6	115.9
South Dakota	10,700	616	83.7	95.1
Tennessee	61,358	7,367	106.1	84.4
Texas—X	374,522	18,132	110.9	96.9
Utah	13,882	343	129.9	73.9
Vermont	11,322	1,376	104.8	83.1
Virginia	107,680	19,932	146.8	102.0
Washington	81,864	1,882	108.3	98.7
West Virginia	40,366	2,117	100.1	92.1
Wisconsin	134,921	4,806	—	84.6
Wyoming	8,709	1,007	94.0	74.2
TOTAL U. S.		365,343		

Respondent's Exhibit 3

(551)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
April 1955**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
Alabama	53,540	8,423	128.5	116.6
Arizona	34,933	1,580	106.6	101.5
Arkansas	30,608	5,664	98.1	91.3
California—E	586,307	16,986	124.0	94.0
Colorado—E	38,025	1,784	109.2	80.4
Connecticut	65,509	7,268	98.2	76.2
Delaware	14,098	948	107.9	68.2
Dist. of Columbia	35,477	3,536	94.8	92.8
Florida	114,996	29,889	105.8	139.9
Georgia	73,076	15,450	137.9	129.1
Idaho	15,860	382	83.1	47.8
Illinois	367,070	43,254	102.0	103.5
Indiana	155,623	5,304	98.4	81.3
Iowa	87,889	7,394	124.7	135.2
Kansas	39,981	5,131	116.4	123.7
Kentucky	77,048	4,187	187.7	124.7
Louisiana—E	100,882	6,478	100.4	140.6
Maine	32,769	3,134	103.6	86.4
Maryland	112,709	5,383	102.7	84.6
Massachusetts—E	118,391	13,047	94.8	80.3
Michigan	378,040	10,528	107.2	112.9
Minnesota—E	107,673	2,030	115.1	93.6
Mississippi	27,029	4,185	94.5	88.6
Missouri	154,251	27,893	94.3	112.9
Montana—E	24,746	2,351	107.2	76.3
Nebraska	49,538	3,843	122.6	125.0
Nevada	14,524	714	109.5	32.1
New Hampshire	19,805	2,232	97.5	105.0

Respondent's Exhibit 3

STATE	Industry Sales	A-B Sales	% To Previous Year	
			Industry	A-B
New Jersey—E	205,771	9,398	101.0	87.9
New Mexico	22,852	1,289	101.7	57.7
New York—E	516,642	20,775	100.1	75.2
North Carolina	68,026	12,917	130.9	95.9
North Dakota	13,622	950	97.6	125.5
Ohio	360,978	17,205	100.2	95.8
Oklahoma	43,935	4,351	99.3	124.0
Oregon	42,571	836	93.7	72.0
Pennsylvania—X		17,443		83.5
Rhode Island	25,818	3,098	95.5	82.6
South Carolina	42,500	7,900	129.0	128.7
South Dakota	17,147	974	113.9	117.9
Tennessee	68,894	10,213	108.9	120.6
Texas—X	374,054	17,576	102.4	94.4
Utah	11,840	331	96.4	168.0
Vermont	13,343	1,362	108.0	115.2
Virginia	113,270	21,254	142.0	89.4
Washington	72,607	1,558	92.2	92.9
West Virginia	42,132	2,253	99.3	85.8
Wisconsin	145,933	4,390	107.0	91.8
Wyoming	8,807	809	96.1	74.6
TOTAL U. S.		395,880		

Respondent's Exhibit 3

(552)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
May 1955**

E—Estimated Package Draught Breakdown

X—From sources other than U.S.B.F.

STATE	Industry Sales	A-B Sales	% To Previous Year Industry	A-B
Alabama	69,046	10,627	165.1	146.5
Arizona	39,748	1,634	114.0	117.6
Arkansas	30,682	7,223	111.0	152.0
California—E	445,524	15,800	89.6	80.4
Colorado—E	45,675	2,730	118.3	93.1
Connecticut	83,786	8,287	119.3	103.9
Delaware	17,072	945	117.0	71.5
Dist. of Columbia	39,939	3,932	121.1	116.3
Florida	120,295	18,048	115.7	81.0
Georgia	74,293	11,881	122.5	96.0
Idaho	24,657	422	116.0	69.4
Illinois	478,644	47,939	104.3	117.2
Indiana	182,739	7,345	110.6	121.9
Iowa	96,812	7,772	123.3	110.1
Kansas	43,484	5,821	121.8	108.3
Kentucky	118,487	5,711	128.3	146.1
Louisiana—E	115,672	7,976	105.8	194.4
Maine	39,166	4,485	123.1	93.6
Maryland	120,880	7,511	98.4	115.8
Massachusetts—E	137,516	18,502	105.6	96.9
Michigan	396,133	11,206	110.4	105.3
Minnesota—E	128,076	2,295	127.7	80.2
Mississippi	32,146	4,551	117.3	132.3
Missouri	178,410	30,977	109.9	126.2
Montana—E	28,154	3,084	101.0	98.8
Nebraska	54,759	3,575	113.9	90.1
Nevada	17,034	1,572	111.8	81.3
New Hampshire	24,120	3,310	115.6	108.0

Respondent's Exhibit 3

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year</i>	
			<i>Industry</i>	<i>A-B</i>
New Jersey—E	258,316	13,129	125.3	122.5
New Mexico	24,216	1,747	88.0	83.8
New York—E	611,417	27,153	109.5	90.0
North Carolina	67,333	13,845	116.7	117.3
North Dakota	14,773	1,352	97.9	75.4
Ohio	414,048	19,605	113.6	94.2
Oklahoma	47,623	2,621	114.6	49.4
Oregon	49,846	888	102.0	120.3
Pennsylvania—X		19,016		91.5
Rhode Island	31,041	3,424	109.3	95.6
South Carolina	54,490	6,685	182.6	96.5
South Dakota	21,228	786	127.2	91.8
Tennessee	74,094	9,925	113.5	128.7
Texas—X	413,785	17,012	109.9	120.5
Utah	13,246	322	97.2	45.7
Vermont	16,392	1,444	92.8	61.5
Virginia	113,849	20,589	102.8	91.5
Washington	85,409	1,409	103.9	60.0
West Virginia	48,716	3,625	119.9	121.6
Wisconsin	197,195	7,711	124.2	129.9
Wyoming	12,535	1,389	119.2	118.2
TOTAL U. S.		428,838		

Respondent's Exhibit 3

(553)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent to Previous Year
June 1955**

X—From sources other than U.S.B.F.

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year Industry</i>	<i>A-B</i>
Alabama	31,138	5,217	68.7	96.4
Arizona		1,502		129.4
Arkansas	28,808	4,927	91.4	107.5
California		21,081		113.6
Colorado		2,185		91.3
Connecticut	98,730	6,396	100.7	110.0
Delaware	22,850	1,362	97.9	178.5
Dist. of Columbia	41,806	4,148	95.2	98.1
Florida	119,834	23,576	112.9	154.4
Georgia		13,294		145.4
Idaho	31,554	1,082	147.1	149.9
Illinois	477,146	46,351	97.0	95.0
Indiana	197,171	7,385	93.6	131.7
Iowa	86,323	7,204	89.5	95.9
Kansas	44,937	4,385	84.3	83.0
Kentucky	76,839	2,997	70.2	72.2
Louisiana		4,861		89.6
Maine	42,442	4,657	100.4	89.6
Maryland	170,846	5,894	113.1	79.9
Massachusetts		18,656		112.8
Michigan	472,137	13,657	99.1	106.0
Minnesota		3,149		96.1
Mississippi	30,303	3,702	98.8	108.2
Missouri	183,892	32,156	90.0	86.6
Montana		2,873		96.3
Nebraska	49,394	3,116	93.0	97.5
Nevada	17,583	2,230	101.0	117.7
New Hampshire		3,305		97.3

Respondent's Exhibit 3

STATE	<i>Industry Sales</i>	<i>A-B Sales</i>	<i>% To Previous Year</i>	
			<i>Industry</i>	<i>A-B</i>
New Jersey		14,525		94.5
New Mexico	33,910	1,763	124.3	127.8
New York		28,700		105.2
North Carolina	43,437	11,049	88.3	117.9
North Dakota	22,088	1,926	109.8	147.8
Ohio	471,788	19,139	97.5	97.8
Oklahoma	51,782	3,909	94.6	131.0
Oregon	61,040	1,878	112.5	179.7
Pennsylvania		18,620		87.6
Rhode Island	38,513	3,020	101.9	92.1
South Carolina	45,931	8,913	144.9	130.9
South Dakota	18,683	909	92.9	—
Tennessee	70,638	10,228	91.2	120.9
Texas—X	417,843	13,986	105.8	96.3
Utah	17,319	558	111.7	104.3
Vermont	19,581	2,946	110.2	162.6
Virginia	104,451	19,322	92.8	130.7
Washington	102,656	2,096	117.8	100.3
West Virginia	51,398	2,773	95.9	118.3
Wisconsin	179,437	6,201	89.0	96.5
Wyoming		963		56.4
TOTAL U. S.		424,782		

Respondent's Exhibit 3

(554)

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent Change
1954**

	Industry Sales Package Beer Bbls.	AB Sales Package Beer Bbls.	% Change from Previous Year		AB % to Industry	
			Industry	AB	1954	1953
Ala.	454,687	77,986	— 7.0	— 23.1	17.2	20.7
Ariz.	371,860	15,891	— 1.1	— 37.4	4.3	6.8
Ark.	305,492	53,888	— 3.9	— 23.2	17.6	22.1
Calif.	5,517,556	215,115	— 1.1	— 19.3	3.9	4.8
Colo.	436,105	27,171	+ 18.9	— 21.2	6.2	9.4
Conn.	848,380	74,037	— 3.8	— 13.5	8.7	9.7
Del.	185,825	10,787	— 1.6	— 24.0	5.8	7.5
D. C.	428,774	41,775	— 8.4	— 16.7	9.7	10.7
Fla.	1,212,669	246,581	+ 2.8	— 9.1	20.3	23.0
Ga.	551,500	115,673	— 3.7	— 11.5	21.0	22.8
Idaho	207,582	7,882	— 3.7	— 34.1	3.8	5.5
Ill.	4,504,233	485,514	— 4.9	— 5.3	10.8	10.8
Ind.	1,929,302	69,051	— 4.4	— 23.1	3.6	4.4
Iowa	887,688	74,119	+ 2.3	— 11.0	8.3	9.6
Kan.	451,041	52,589	+ 1.1	— 11.3	11.7	13.3
Ky.	1,081,428	42,806	+ 9.9	— 23.3	4.0	5.7
La.	1,171,617	59,827	+ 1.1	— 18.0	5.1	6.3
Me.	346,292	37,461	— 6.7	— 18.2	10.8	12.3
Md.	1,444,530	65,906	— 5.1	— 17.9	4.6	5.3
Mass.	1,395,273	171,372	— 2.2	— 16.0	12.3	14.3
Mich.	4,222,424	115,328	— 3.4	— 21.5	2.7	3.4
Minn.	1,156,411	27,705	— 0.3	— 18.3	2.4	2.9
Miss.	310,483	40,645	— 4.0	— 13.6	13.1	14.5
Mo.	1,892,637	412,592	+ 3.5	+ 70.1	21.8	13.3
Mont.	294,857	28,906	— 0.2	— 21.3	9.8	12.4
Neb.	477,065	33,757	— 1.2	— 13.6	7.1	8.1
Nev.	157,567	18,904	+ 9.2	— 21.5	12.0	16.7
N. H.	252,073	25,909	— 4.1	— 20.2	10.3	12.4
N. J.	2,592,901	126,465	— 2.7	— 19.6	4.9	5.9
N. M.	254,784	19,280	+ 0.2	— 26.7	7.6	10.3

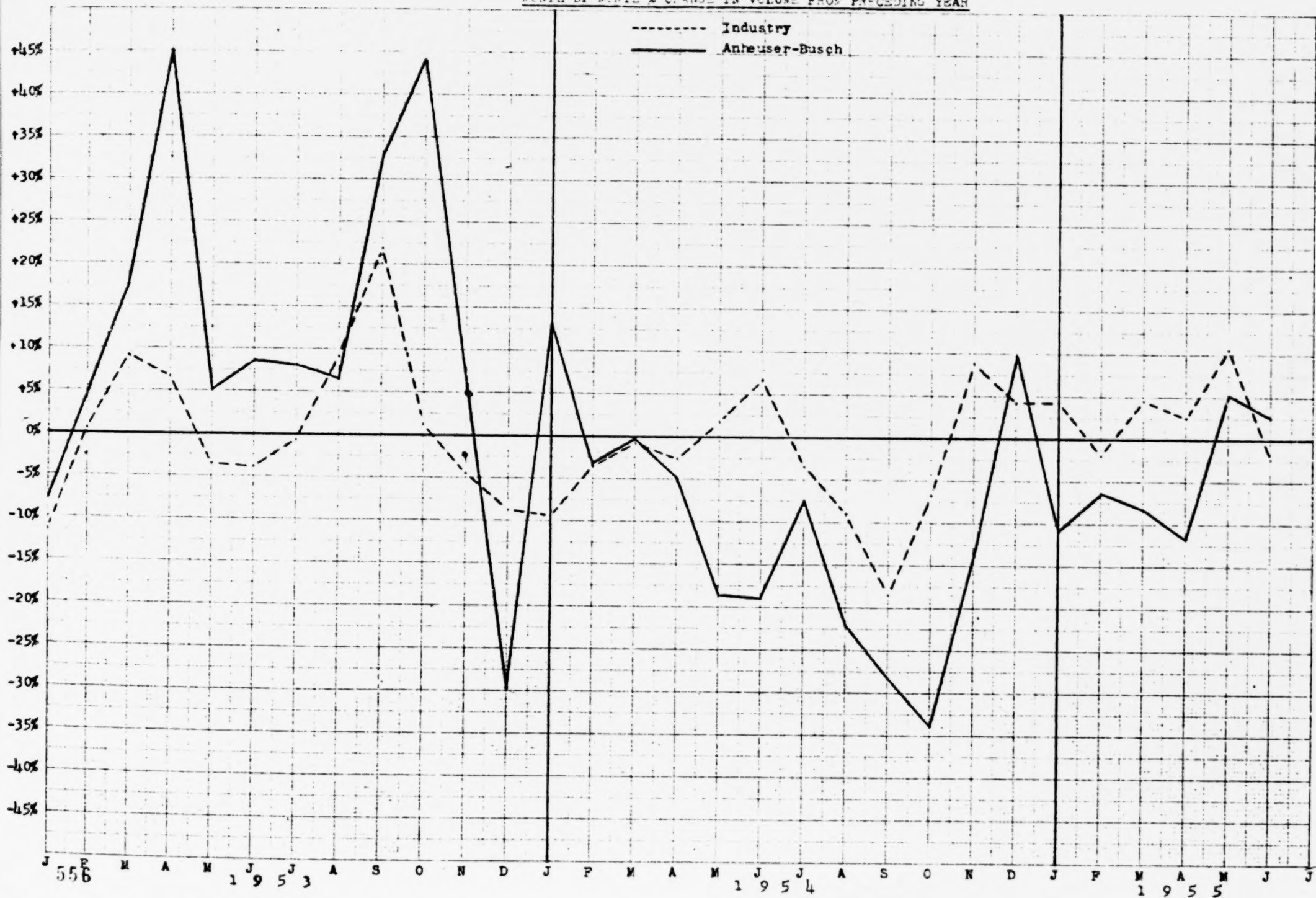
Respondent's Exhibit 3

**Anheuser-Busch and Industry Package Beer
Sales in Barrels and Percent Change
1954 (Cont'd)**

	<i>Industry Sales Package Beer Bbls.</i>	<i>AB Sales Package Beer Bbls.</i>	<i>% Change from Previous Year</i>		<i>AB % to Indus 1954</i>	
			<i>Industry</i>	<i>AB</i>		
N. Y.	6,336,108	290,365	— 4.1	— 18.1	4.6	
N. C.	551,459	125,499	— 6.7	— 16.7	22.8	
N. D.	182,594	14,014	— 4.2	— 18.3	7.7	
Ohio	4,425,656	204,434	— 1.3	— 28.1	4.6	
Okla.	523,702	37,790	+ 1.0	— 31.8	7.2	
Ore.	518,133	12,874	— 8.2	— 34.1	2.5	
Penn.	4,998,654	223,415	— 4.6	— 26.7	4.5	
R. I.	335,227	31,479	— 7.5	— 20.8	9.4	
S. C.	325,142	72,776	— 5.9	— 6.8	22.4	
S. D.	180,374	9,177	+ 0.9	— 2.1	5.1	
Tenn.	734,656	98,435	— 4.3	— 13.4	13.4	
Texas	4,032,418	174,435	+ 0.3	— 29.0	4.3	
Utah	148,572	4,570	— 2.2	— 37.4	3.1	
Ver.	152,818	17,830	— 9.0	— 10.2	11.7	
(555)						
Va.	948,711	217,601	— 18.2	— 13.3	22.9	
Wash.	910,417	20,631	— 2.8	— 33.4	2.3	
W. Va.	492,361	28,067	— 8.0	— 27.0	5.7	
Wisc.	1,812,102	61,947	— 3.6	— 6.1	3.4	
Wyo.	119,738	12,790	+ 1.4	— 21.0	10.7	
TOTAL U. S.	63,071,878	4,453,051	— 2.6	— 13.6	7.1	

Respondent's Exhibit 4

MONTH BY MONTH % CHANGE IN VOLUME FROM PRECEDING YEAR



Excerpts From Respondent's Exhibit 12

(563)

Mr. J. E. Barsi

April 9, 1954

Mr. J. Hallquist, Jr.

Special Survey

Distribution of the Special Survey forms to the Regional Managers has been completed.

The attached includes a full set of the forms together with the various markets selected for completion of the survey.

J. Hallquist, Jr.

Att.

• • •

Excerpts From Respondent's Exhibit 12

(565)

April 5, 1954

To All Regional Managers:

The attached instruction letter and market sales analysis form is self-explanatory.

I would like each of your District Managers and Major Market Supervisors to proceed as quickly as possible to the *single market* selected for them and to thoroughly investigate all of the market conditions and trends in order to complete and forward as quickly as possible the questionnaire form.

Branches likewise—where sales are on a declining basis—are to complete and return the questionnaire by the date indicated.

You and the assistant regional manager are each also to conduct a similar investigation in a single market, returning the completed form to reach me by the indicated date.

Copies of all reports from your region will be duplicated in St. Louis and sent to you in order that you can plan on a Region-wide basis, and to make recommendations to individual wholesalers, district managers and to management at St. Louis.

Your usual fine cooperation will be appreciated.

J. E. Barsi

Excerpts From Respondent's Exhibit 12

(566)

ANHEUSER-BUSCH, INC.

INTER-OFFICE CORRESPONDENCE

To { Regional Managers
 District Managers
 Major Market Supervisors

From Mr. J. E. Barsi

Date April 9, 1954

Subject Special Survey
 (market)

The continued decline of Budweiser packaged beer sales in certain markets is of grave concern to me as it must be to you. It is important at this time to determine just what is causing sales decreases, then to formulate and execute plans for corrective action.

In order that concrete facts be assembled as quickly as possible in a systematic and uniform manner you are asked to visit only *one* market where sales are declining to prepare the attached report.

Section I of the report deals with information available from the wholesaler's records and can be inserted by wholesaler's personnel. Pricing information in the retail outlets, if not already recorded, can easily be obtained if each salesman or driver salesman of the wholesaler accumulates the information for his territory on a simple tally sheet.

Excerpts From Respondent's Exhibit 12

Section II of the report is to be completed *by you* from information gathered from as many reliable sources as possible. You are to visit other brewers, competitive wholesalers, liquor boards, reporting services, (if available) newspapers, Chamber of Commerce offices and state or federal employment agencies. Every effort should be made to accumulate accurate, factual information to help you, your Regional Manager and St. Louis executives in intelligently meeting the problems that exist.

It is important, also, that this report be received in St. Louis as soon as possible. It is estimated that not more than one week will be required for assembly of the information and preparation of the report. Your report, therefore, should be received in St. Louis not later than April 26th.

Only one copy is sent you. Upon its receipt in St. Louis your report will be duplicated mechanically and a copy will be sent to your Regional Manager and to you for your files.

Do not discuss with other brewers or competitive wholesalers the contents of the questionnaire form.

J. E. Barsi

Excerpts From Respondent's Exhibit 12

(567)

SPECIAL SURVEY**NORTH ATLANTIC REGION**

<i>District</i>	<i>Market</i>	<i>Percent Decrease 2 months Sales Package</i>	<i>Tentative Survey to be Handled by</i>
101	Manchester, N. H.	42	District Manager
103	Cumberland Hill, R. I.	29	Regional Manager
103	East Hartford, Conn.		District Manager
104	Glen Falls, N. Y.	27	District Manager
102	Worcester, Mass.	18	District Manager
104	Albany, N. Y.	24	Ass't. Reg. Mgr.
	Boston	21	
	Bronx	13	
	Manhattan	7	
	Westbury	6	
	Syracuse, N. Y.		

Excerpts From Respondent's Exhibit 12

(68)

SPECIAL SURVEY**MID ATLANTIC REGION**

<i>strict</i>	<i>Market</i>	<i>Percent Decrease 2 Months Sales Packaged</i>	<i>Tentative Manpower Assignment</i>
01	Trenton, N. J.	14	District Manager
02	Philadelphia, Pa.	28	Major Mkt. Sup'vr.
	Lansdale, Pa.	21	District Manager
03	Pittsburgh, Pa.	16	Major Mkt. Sup'vr.
	New Castle, Pa.	42	District Manager
04	Upper Marlboro, Md.	8	District Manager
01	New Brunswick, N. J.	26	Regional Manager
02	Harrisburg, Pa.	25	Ass't. Reg. Mgr.
	Washington, D. C.	14	
	Baltimore, Md.	9	
	Kearny, N. J.	12	

Excerpts From Respondent's Exhibit 12

(569)

SPECIAL SURVEY**SOUTH ATLANTIC REGION**

<i>District</i>	<i>Market</i>	<i>Percent Decrease 2 Months Sales Packaged</i>	<i>Tentative Manpower Assignment</i>
301	Newport News, Va.	14	District Manager
302	Greensboro, N. C.	22	District Manager
303	Charleston, S. C.	14	District Manager
304	Atlanta, Ga.	2	District Manager
305	St. Petersburg, Florida	14	District Manager
306			
307	Danville, Va.	14	District Manager
301	Norfolk, Va.	12	Regional Manager
302	Durham, N. C.	16	Ass't. Reg. Mgr.

Excerpts From Respondent's Exhibit 12

(570)

SPECIAL SURVEY**EAST NORTH CENTRAL REGION**

<i>District</i>	<i>Market</i>	<i>Percent Decrease 2 Months Sales Packaged</i>	<i>Tentative Personnel Assignment</i>
401	Norway, Mich.	34	District Manager
402	Pontiac, Mich.	3	District Manager
403	Cleveland, O. (National)	15	Major Mkt. Sup'vr.
	Cleveland, O. (Drenik)	15	Regional Manager
	Canton, O.	21	District Manager
	Akron, O.	23	Ass't. Reg. Mgr.
404	Columbus, O.	27	District Manager
405	Wheeling, W. Va.	13	District Manager
406	Louisville, Ky.	18	District Manager
407	Memphis, Tenn.	11	District Manager
	Detroit, Mich.	18	
	Cincinnati, O.	18	

Excerpts From Respondent's Exhibit 12

(571)

SPECIAL SURVEY**WEST NORTH CENTRAL REGION**

<i>District</i>	<i>Market</i>	<i>Percent Decrease 2 Months Sales Packaged</i>	<i>Tentative Personnel Assignment</i>
501	Milwaukee, Wis.	3	District Manager
502	Lafayette, Ind.	10	District Manager
503	Indianapolis, Ind.	11	District Manager
504	Rock Island, Ill.	2	District Manager
505	Lawrenceville, Ill.	2	District Manager
504	Chicago (Zepp-Schuster)	2	Ass't. Reg. Mgr.

Excerpts From Respondent's Exhibit 12

(572)

SPECIAL SURVEY
SOUTHERN REGION

<i>District</i>	<i>Market</i>	<i>Percent Decrease 2 Months Sales Packaged</i>	<i>Tentative Personnel Assignment</i>
601	Birmingham, Ala.	7	District Manager
602	Clarksdale, Miss.	10	District Manager
603	Texarkana, Ark.	21	District Manager
604	Lake Charles, La.	15	District Manager
605	Oklahoma City, Okla.	22	District Manager
	Tulsa, Okla.	14	Regional Manager
606	Beaumont, Texas	13	District Manager
	Dallas, Texas	13	Major Mkt. Sup'vr.
	Ft. Worth, Texas	6	Major Mkt. Sup'vr.
607	Amarillo, Texas	40	Ass't. Reg. Mgr.
	Wichita Falls, Texas	5	District Manager
608	Corpus Christi, Texas	+ 1	Major Mkt. Sup'vr.
	Galveston, Texas		District Manager
	Houston, Texas	8	

Excerpts From Respondent's Exhibit 12

(573)

SPECIAL SURVEY**MIDWEST REGION**

<i>District</i>	<i>Market</i>	<i>Percent Decrease 2 Months Sales Packaged</i>	<i>Tentative Personnel Assignment</i>
701	Rochester, Minn.	18	District Manager
702	Minot, N. D.	29	District Manager
704	Omaha, Nebraska	21	Regional Manager
	Lincoln, Nebraska	10	District Manager
705	Lebanon, Mo.	18	District Manager
706	Wichita, Kansas	6	District Manager
702	Rapid City, S. D.	30	Ass't. Reg. Mgr.
	Cedar Rapids, Iowa		

Excerpts From Respondent's Exhibit 12

(574)

SPECIAL SURVEY**MOUNTAIN & PACIFIC REGION**

<i>District</i>	<i>Market</i>	<i>Percent Decrease 2 Months Sales Packaged</i>	<i>Tentative Personnel Assignment</i>
801	Billings, Montana	17	District Manager
802	Seattle, Wash.	17	District Manager
	Tacoma, Wash.	28	Ass't. Reg. Mgr.
803	Boise, Idaho		District Manager
804	Portland, Ore.	29	District Manager
805	Pueblo, Colo.		District Manager
806	Salt Lake City, Utah	33	District Manager
807	Phoenix, Ariz.	26	Regional Manager
	Tucson, Ariz.	36	District Manager
808	Sacramento, Calif.	12	District Manager
809	Santa Ana, Calif.		Ass't. Reg. Mgr.
810	Watsonville, Calif.	20	District Manager
811	Spokane, Wash.		District Manager
	San Diego, Calif.	17	
	Los Angeles, Calif.	2	
	San Francisco, Calif.	4	

Respondent's Exhibit 14-A

(587)

**Wholesalers Sales to Retailers—Package Beer Cases
1952—1955**

STATISTICAL CASES

	1952	1953	1954	1955
January	4,387,168	4,094,960	3,629,756	3,603,782
February	3,762,827	4,160,525	4,061,959	3,940,801
2 months	8,149,995	8,255,485	7,691,715	7,544,583
March	3,852,901	5,009,440	4,714,669	4,383,982
3 months	12,002,896	13,264,925	12,406,384	11,928,565
April	4,561,819	5,485,550	5,168,450	4,653,541
4 months	16,564,715	18,750,475	17,574,834	16,582,057
May	5,396,578	6,092,016	5,034,269	5,443,069
5 months	21,961,293	24,842,491	22,609,103	22,025,126
June	6,467,313	8,127,593	6,442,482	5,981,280
6 months	28,428,606	32,970,084	29,051,585	28,006,406
July	7,421,371	8,777,535	6,772,357	6,455,599
7 months	35,849,977	41,747,619	35,823,942	34,462,005
August	6,264,164	7,153,214	6,271,139	6,582,717
8 months	42,114,141	48,900,833	42,095,081	41,044,722
September	5,616,350	7,361,301	5,574,426	5,529,139
9 months	47,730,491	56,262,134	47,669,507	46,573,861
October	5,244,511	5,408,418	4,818,907	4,557,904
10 months	52,975,002	61,670,552	52,488,414	51,131,765
November	4,568,427	4,349,480	4,516,346	
11 months	57,543,429	66,020,032	57,004,760	
December	5,305,680	5,038,833	4,777,739	
12 months	62,849,109	71,058,865	61,782,499	

Respondent's Exhibit 17

1147

(588)

Schedule of City Sales Department Employees

	JANUARY 1-15 16-31		FEBRUARY 1-15 16-28		MARCH 1-15 16-31		APRIL 1-15 16-30		MAY 1-15 16-31		JUNE 1-15 16-30		JULY 1-15 16-31		AUGUST 1-15 16-31		SEPTEMBER 1-15 16-30		OCTOBER 1-15 16-31		NOVEMBER 1-15 16-30		DECEMBER 1-15 16-30	
BRANCH MANAGER																								
1952	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1953	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1954	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1955	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
SALES SUPERVISOR																								
1952																			1	1	1	1	1	1
1953	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2
1954	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1955	2	2	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2
SALESMEN																								
1952	14	13	13	13	13	13	13	13	12	12	13	13	13	13	13	13	13	13	13	13	13	12	13	13
1953	13	13	13	13	14	15	15	16	16	16	16	16	16	16	18	18	16	16	17	17	19	19	17	18
1954	18	18	18	19	19	20	20	19	19	19	20	20	19	19	20	21	21	21	22	21	21	20	20	20
1955	19	19	23	29	32	32	32	32	32	26	26	26												
OFFICE MANAGER																								
1952	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1953	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1954	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1955	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
OFFICE-CLERICAL																								
1952	19	19	19	18	17	17	17	18	17	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
1953	18	18	19	19	19	19	19	18	18	18	18	19	19	19	19	19	19	20	19	19	19	19	17	18
1954	19	19	18	18	18	18	18	17	18	18	18	18	21	22	22	23	24	24	22	21	20	20	20	20
1955	19	19	20	21	20	20	20	20	20	20	20	20												
DELIVERY MANAGER																								
1952	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1953	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1954	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1955	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
DELIVERY-CLERICAL																								
1952	10	10	10	10	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
1953	8	8	8	8	8	8	8	9	9	9	9	10	10	11	11	11	10	11	11	11	10	10	10	11
1954	10	10	10	10	11	11	11	11	11	11	11	11	16	16	16	18	19	19	18	17	17	18	17	17
1955	17	17	16	16	17	16	16	16	16	16	16	16												
COIL CLEANERS & SERVICEMEN																								
1952 Average	6		6		6 $\frac{2}{5}$		6 $\frac{1}{2}$		6 $\frac{1}{2}$		7 $\frac{1}{5}$		7		6 $\frac{2}{5}$		6 $\frac{1}{2}$		6 $\frac{1}{2}$		6 $\frac{3}{5}$		6 $\frac{1}{2}$	
1953 Average	6 $\frac{1}{2}$		6 $\frac{1}{2}$		6 $\frac{2}{5}$		6 $\frac{1}{2}$		7 $\frac{1}{5}$		6 $\frac{3}{4}$		6 $\frac{1}{4}$		7		6 $\frac{1}{2}$		6 $\frac{1}{2}$		6 $\frac{3}{5}$		6 $\frac{1}{2}$	
1954 Average	6 $\frac{2}{5}$		6 $\frac{1}{2}$		6 $\frac{1}{2}$		6 $\frac{1}{2}$		6 $\frac{3}{5}$		7 $\frac{3}{4}$		8		7 $\frac{1}{5}$		7		7		7		7	
1955 Average	7		7		7		7		7 $\frac{2}{5}$		7 $\frac{3}{4}$													
DRIVERS																								
1952 Average	69 $\frac{1}{4}$		66 $\frac{1}{2}$		71 $\frac{2}{5}$		85 $\frac{3}{4}$		73		88		97		92 $\frac{1}{5}$		84		81 $\frac{3}{4}$		79 $\frac{2}{5}$		81	
1953 Average	76 $\frac{3}{4}$		76 $\frac{1}{2}$		79 $\frac{1}{5}$		87 $\frac{3}{4}$		90 $\frac{2}{5}$		109 $\frac{3}{4}$		105 $\frac{3}{4}$		110 $\frac{2}{5}$		111 $\frac{1}{4}$		101 $\frac{3}{4}$		92		92 $\frac{1}{4}$	
1954 Average	89 $\frac{2}{5}$		94 $\frac{1}{2}$		97 $\frac{1}{4}$		96 $\frac{3}{4}$		107 $\frac{2}{5}$		133 $\frac{1}{4}$		228 $\frac{3}{4}$		239 $\frac{2}{5}$		224 $\frac{1}{2}$		188 $\frac{1}{5}$		162 $\frac{3}{4}$		172 $\frac{1}{4}$	
1955 Average	169		202 $\frac{3}{4}$		179 $\frac{1}{2}$		156 $\frac{1}{2}$		143 $\frac{1}{5}$		145 $\frac{1}{4}$													

August 1, 1955

Respondent's Exhibit 18

ST. LOUIS and ST. LOUIS COUNTY — PACKAGE BEER BY BREWERS

SEP 9 1955

ANHEUSER-BUSCH INC.

F A L S T A F F

GRIESEDIECK BROS.

GRIESEDIECK WESTERN

COLUMBIA

HYDRO

	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases
1955																
Jan.	274,513	33.2	+ 155.9	250,185	30.2	— 0.2	44,140	5.3	— 55.6	223,736	27.0	— 18.1				
Feb.	497,598	39.3	+ 309.1	369,373	29.1	+ 32.0	60,354	4.8	— 43.7	293,226	23.1	+ .5				
Mar.	193,478	24.5	+ 48.1	233,447	29.5	— 25.3	68,314	8.6	— 44.7	206,696	26.1	— 38.9				
April	182,651	19.5	+ 10.1	351,055	37.5	+ .6	67,932	7.3	— 52.3	271,067	28.9	— 23.0				
May	217,584	19.0	+ 31.5	431,846	37.7	+ 24.6	84,108	7.3	— 39.0	332,132	29.0	— 4.3				
June	257,641	21.0	— 19.5	461,963	37.7	+ 10.1	89,437	7.3	— 43.4	340,930	27.8	— 17.7				
July	283,564	21.9	— 47.8	498,260	38.4	+ 34.0	87,713	6.8	— 27.0	348,354	26.8	+ 13.4				
Aug.																
Sept.																
Oct.																
Nov.																
Dec.																
TOTAL																
1954																
Jan.	107,283	14.0	+ 25.1	250,712	32.7	+ 16.6	99,493	13.0	— 14.7	273,193	35.7	— 12.3				
Feb.	121,620	14.5	+ 36.8	279,860	33.4	+ 27.0	107,151	12.8	— 12.7	291,829	34.9	— 11.6				
Mar.	130,663	13.8	+ 31.3	312,598	32.9	+ 24.0	123,552	13.0	— 10.3	338,061	35.6	— 10.3				
Apr.	165,853	15.6	+ 41.3	349,016	32.6	+ 27.8	142,410	13.3	— 1.3	352,193	32.9	— 10.5				
May	165,526	15.5	+ 16.5	346,504	32.3	+ 9.1	137,814	12.9	— 16.2	347,192	32.4	— 22.6				
June	320,127	22.6	+ 86.0	419,739	29.6	+ 4.5	158,098	11.2	— 21.9	414,170	29.2	— 28.9				
July	542,779	37.6	+ 206.7	371,790	25.7	— 8.2	120,201	8.3	— 46.2	307,126	21.3	— 47.1				
Aug.	475,897	37.3	+ 190.9	332,896	26.1	— 9.7	101,682	8.0	— 32.7	280,749	22.0	— 32.3				
Sept.	457,966	37.5	+ 199.6	326,809	26.8	— 9.4	96,171	7.9	— 39.4	260,146	21.3	— 40.3				
Oct.	374,994	35.7	+ 163.2	295,031	28.1	— 12.0	81,672	7.8	— 42.8	236,158	22.5	— 36.7				
Nov.	335,326	34.1	+ 196.7	289,066	29.4	— 0.3	86,667	8.8	— 30.5	224,497	22.9	— 29.7				
Dec.	421,575	38.1	+ 194.3	324,994	29.4	— 7.2	87,256	7.9	— 39.8	239,697	21.7	— 37.7				
TOTAL	3,619,609	27.4	+ 126.5	3,899,015	29.6	+ 3.9	1,342,167	10.2	— 26.8	3,565,011	27.0	— 28.0				

(590)
SOURCE OF DATA ON SCHEDULES ENTITLED "ST. LOUIS AND ST. LOUIS COUNTY PACKAGE BEER BY BREWERS"

1938 through 1943—Original reports filed by brewers with State of Missouri.

1944 through 1955—Missouri Brewers Association monthly reports of sales in Missouri showing total sales in Missouri for each brewery and also sales in St. Louis and St. Louis County for each brewer.

1) **PACKAGE BEER BY BREWERS**

COLUMBIA			HYDE PARK			ALL OTHERS			T O T A L		
<i>Statistical</i>	<i>Share</i>	<i>%</i>	<i>Statistical</i>	<i>Share</i>	<i>%</i>	<i>Statistical</i>	<i>Share</i>	<i>%</i>	<i>Statistical</i>	<i>Share</i>	<i>%</i>
<i>Cases</i>	<i>of</i>	<i>Change</i>	<i>Cases</i>	<i>of</i>	<i>Change</i>	<i>Cases</i>	<i>of</i>	<i>Change</i>	<i>Cases</i>	<i>of</i>	<i>Change</i>
	<i>Total</i>	<i>Previous</i>		<i>Total</i>	<i>Year</i>		<i>Total</i>	<i>Year</i>		<i>Total</i>	<i>Year</i>
		<i>Year</i>									
						35,209	4.3	— 0.6	827,783	100%	+ 8.1
						47,324	3.7	+ 28.7	1,267,875	100%	+ 51.4
						88,974	11.3	+ 99.8	790,909	100%	— 16.7
						63,752	6.8	+ 5.9	936,457	100%	— 12.5
						80,569	7.0	+ 9.3	1,146,239	100%	+ 7.0
						76,762	6.2	— 26.9	1,226,733	100%	— 13.4
						79,160	6.1	— 21.4	1,297,051	100%	— 10.1
						35,407	4.6	+ 12.5	766,088	100%	+ 0.8
						36,765	4.4	+ 20.1	837,225	100%	+ 5.6
						44,535	4.7	+ 19.6	949,409	100%	+ 5.1
						60,183	5.6	+ 41.4	1,069,655	100%	+ 10.2
						73,729	6.9	+ 103.4	1,070,765	100%	— 3.5
						105,050	7.4	+ 92.6	1,417,184	100%	+ 0.3
						106,677	7.1	+ 107.4	1,442,573	100%	+ 0.5
						85,897	6.6	+ 0.2	1,277,121	100%	+ 10.2
						79,409	6.5	— 1.8	1,220,501	100%	+ 3.8
						62,612	5.9	— 15.6	1,050,467	100%	— 1.6
						46,412	4.8	+ 22.0	981,968	100%	+ 11.0
						32,468	2.9	— 33.2	1,105,990	100%	+ 3.2
						763,144	5.8	+ 25.4	13,188,946	100%	+ 3.5

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Respondent's Exhibit 18

ST. LOUIS and ST. LOUIS COUNTY — PACKAGE BEER BY BREWERS

ANHEUSER-BUSCH INC.			F A L S T A F F			GRIESEDIECK BROS.			GRIESEDIECK WESTERN			COLUMBIA			HYDE PARK	
Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total
85,729	11.3	+ 4.7	215,040	28.3	— 12.0	116,656	15.3	— 34.0	311,344	41.0	— 32.2					
88,927	11.2	+ 45.8	220,391	27.8	+ 29.6	122,778	15.5	+ 6.6	329,953	41.6	+ 8.0					
99,533	11.0	+ 56.3	252,181	27.9	+ 32.9	137,717	15.3	+ 1.0	376,883	41.7	+ 14.2					
117,354	12.1	+ 28.1	273,004	28.1	+ 7.6	144,341	14.9	— 23.3	393,640	40.5	— 9.9					
142,140	12.8	+ 66.9	317,614	28.6	+ 14.6	164,443	14.8	— 13.4	448,784	40.5	— 7.6					
172,104	12.2	+ 53.3	401,583	28.4	+ 26.3	202,440	14.3	— 7.4	582,937	41.2	+ 2.6					
176,980	12.3	+ 38.2	405,305	28.2	+ 17.0	223,471	15.6	— 4.6	581,347	40.5	+ 0.6					
163,592	14.1	+ 38.0	343,642	29.7	+ 12.8	151,107	13.0	— 24.8	414,839	35.8	— 14.2					
152,884	13.0	+ 51.5	347,083	29.5	+ 25.3	158,743	13.5	— 9.2	436,018	37.1	—					
142,448	13.3	+ 35.0	335,230	31.4	+ 22.4	142,721	13.4	— 13.2	373,298	35.0	— 8.0					
113,020	12.8	+ 18.3	289,804	32.7	+ 21.8	124,625	14.1	— 10.2	319,452	36.1	— 10.3					
143,238	13.4	+ 28.4	350,029	32.7	+ 20.9	145,058	13.5	— 13.3	384,561	35.9	— 7.6					
TOTAL 1,597,949	12.5	+ 38.3	3,750,906	29.4	+ 17.9	1,834,100	14.4	— 12.9	4,953,056	38.9	— 5.8					
81,915	8.2	+ 29.7	244,262	24.6	+ 13.3	176,779	17.8	+ 23.3	459,400	46.2	+ 26.9					
61,008	9.0	— 0.1	170,076	25.1	— 14.6	115,133	17.0	— 18.1	305,390	45.1	— 13.6					
63,661	8.5	— 13.6	189,692	25.4	— 16.8	136,325	18.2	— 13.5	330,154	44.2	— 19.8					
91,612	9.1	+ 21.1	253,685	25.1	+ 14.5	188,208	18.6	+ 19.0	436,823	43.3	+ 9.8					
85,179	7.9	— 14.3	277,162	25.7	+ 3.9	189,918	17.6	— 5.7	485,536	45.0	— 22.4					
112,268	8.9	+ 15.5	318,028	25.1	+ 18.5	218,555	17.3	+ 13.6	568,021	44.8	— 9.5					
128,087	9.6	+ 33.6	346,359	26.0	+ 24.5	234,192	17.6	+ 15.0	577,736	43.5	— 4.9					
118,519	10.3	+ 9.8	304,564	26.6	+ 2.6	201,019	17.6	— 9.4	483,363	42.2	— 21.3					
109,929	9.9	+ 18.9	277,109	27.3	+ 21.0	174,766	17.2	+ 2.5	436,139	42.9	— 2.4					
105,480	10.7	+ 43.6	273,976	27.8	+ 8.2	164,502	16.7	— 8.3	405,611	41.2	— 17.4					
95,566	11.2	+ 30.6	238,005	28.0	+ 0.5	138,821	16.3	— 16.6	356,288	41.8	— 14.3					
111,579	11.0	+ 47.8	289,575	28.4	+ 39.2	167,368	16.4	+ 13.6	416,296	40.8	+ 8.4					
TOTAL 1,155,803	9.5	+ 17.8	3,182,493	26.3	+ 9.7	2,105,586	17.4	+ 1.1	5,260,757	43.4	— 8.3					

PACKAGE BEER BY BREWERS

COLUMBIA			HYDE PARK			ALL OTHERS			T O T A L		
Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year
53											
Jan.						31,484	4.1	— 1.4	760,253	100%	— 23.5
Feb.						30,624	3.9	+ 18.2	792,673	100%	+ 17.0
Mar.						37,223	4.1	+ 34.6	903,537	100%	+ 20.9
Apr.						42,559	4.4	+ 8.5	970,898	100%	— 3.8
May						36,257	3.3	— 10.4	1,109,238	100%	+ 2.9
June						54,531	3.9	+ 12.3	1,413,595	100%	+ 11.7
July						48,535	3.4	+ 12.2	1,435,638	100%	+ 8.0
Aug.						85,749	7.4	+ 126.3	1,158,929	100%	+ 1.2
Sept.						80,862	6.9	+ 196.1	1,175,590	100%	+ 15.7
Oct.						74,163	6.9	+ 109.7	1,067,860	100%	+ 8.4
Nov.						38,047	4.3	+ 64.4	884,948	100%	+ 3.9
Dec.						48,606	4.5	+ 38.8	1,071,492	100%	+ 5.1
TOTAL						608,640	4.8	+ 45.9	12,744,651	100%	+ 5.1
(592)											
1952											
Jan.						31,921	3.2	+ 28.7	994,277	100%	+ 22.9
Feb.						25,901	3.8	— 36.4	677,508	100%	— 14.8
Mar.						27,648	3.7	— 42.0	747,480	100%	— 18.6
April						39,219	3.9	+ 54.4	1,009,547	100%	+ 14.9
May						40,453	3.8	+ 3.7	1,078,248	100%	— 12.5
June						50,134	3.9	— 0.4	1,267,006	100%	+ 2.5
July						43,253	3.3	+ 13.0	1,329,627	100%	+ 8.7
Aug.						37,893	3.3	— 32.1	1,145,358	100%	— 11.7
Sept.						27,311	2.7	+ 1.9	1,016,254	100%	+ 6.1
Oct.						35,360	3.6	— 48.5	984,929	100%	— 7.6
Nov.						23,143	2.7	+ 29.4	851,823	100%	— 6.4
Dec.						35,009	3.4	+ 43.6	1,019,827	100%	+ 21.5
TOTAL						417,245	3.4	— 9.0	12,121,884	100%	— 0.3

Respondent's Exhibit 18

ST. LOUIS and ST. LOUIS COUNTY — PACKAGE BEER BY BREWERS

	ANHEUSER-BUSCH INC.			F A L S T A F F			GRIESEDIECK BROS.			GRIESEDIECK WESTERN			COLUMBIA			HYI
	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases
1951																
Jan.	63,140	7.8	+ 30.9	215,659	26.7	+ 3.6	143,381	17.7	— 0.7	362,008	44.7	— 5.4				
Feb.	61,059	7.7	+ 14.9	199,052	25.0	— 1.9	140,543	17.7	— 8.6	353,522	44.5	— 11.2				
Mar.	73,660	8.0	+ 27.3	228,003	24.8	— 3.3	157,588	17.2	— 3.4	411,609	44.8	— 6.5				
Apr.	75,654	8.6	+ 23.6	221,613	25.2	— 7.7	158,188	18.0	— 2.0	397,955	45.3	— 11.3				
May	99,399	8.1	+ 27.1	266,827	21.7	— 12.5	201,401	16.3	— 7.8	625,487	50.7	+ 6.4				
June	97,213	7.9	+ 11.4	268,401	21.7	— 19.2	192,418	15.6	— 19.4	627,447	50.8	+ 3.3				
July	95,846	7.8	+ 20.2	278,202	22.7	— 11.2	203,663	16.7	— 8.6	607,359	49.7	+ 6.8				
Aug.	107,910	8.3	+ 27.3	296,861	22.9	— 8.1	221,939	17.1	— 4.5	614,535	47.4	+ 8.0				
Sept.	84,850	8.9	+ 19.8	229,070	23.9	— 15.8	170,442	17.8	— 9.4	446,820	46.6	— 5.8				
Oct.	73,467	6.9	+ 0.3	253,312	23.8	— 9.3	179,338	16.8	— 8.8	491,220	46.1	— 1.9				
Nov.	73,151	8.0	+ 15.8	236,785	26.0	+ 6.4	166,531	18.3	+ 10.6	415,856	45.7	+ 7.3				
Dec.	75,518	9.0	+ 1.3	208,021	24.8	— 15.1	147,341	17.5	— 8.5	384,094	45.8	— 5.6				
TOTAL	980,867	8.1	+ 17.9	2,901,806	23.8	— 8.7	2,082,773	17.1	— 6.7	5,737,912	47.2	— 0.6				
1950																
Jan.	48,241	6.0	+ 4.0	208,136	25.8	— 19.3	144,386	17.9	+ 71.8	382,844	47.5	— 2.1				
Feb.	43,128	6.4	+ 10.2	202,848	24.4	— 20.7	153,840	18.5	+ 60.9	398,224	48.0	+ 4.7				
Mar.	57,880	6.3	— 7.3	235,848	25.5	— 20.8	163,215	17.6	+ 55.1	440,191	47.5	— 5.9				
Apr.	61,219	6.5	+ 3.1	240,023	25.4	— 19.2	161,433	17.1	+ 52.8	448,768	47.6	— 11.6				
May	78,201	6.4	+ 3.5	305,096	24.8	— 15.1	218,322	17.7	+ 46.5	588,130	47.8	— 1.4				
June	87,287	6.7	+ 6.4	332,308	25.4	— 10.9	238,867	18.3	+ 27.9	607,201	46.4	+ 2.3				
July	79,734	6.5	+ 6.3	313,312	25.6	— 9.1	222,890	18.3	+ 9.2	568,559	46.5	— 2.6				
Aug.	84,757	6.8	+ 8.7	322,886	26.0	— 6.7	232,401	18.8	— 2.4	568,970	45.9	— 7.5				
Sept.	70,829	6.8	+ 11.8	271,990	26.2	+ 0.1	188,172	18.2	+ 34.8	474,295	45.8	— 3.5				
Oct.	73,262	6.8	+ 38.8	279,305	25.8	+ 15.6	196,570	18.1	+ 13.4	500,609	46.3	+ 17.6				
Nov.	63,155	7.4	+ 12.4	222,443	25.9	— 11.4	150,613	17.5	— 14.1	387,588	45.2	— 12.1				
Dec.	74,533	8.1	+ 13.9	244,939	26.8	— 7.6	161,070	17.6	— 13.2	406,827	44.4	— 13.0				
TOTAL	832,226	6.7	+ 8.7	3,179,134	25.6	— 10.7	2,231,779	18.0	+ 21.1	5,772,206	46.6	— 3.2				

INTY — PACKAGE BEER BY BREWERS

ANHEUSER-BUSCH			COLUMBIA			HYDE PARK			ALL OTHERS			TOTAL		
Statistical Cases	% Change Previous Year		Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year
63,14	— 5.4								24,798	3.1	+ 8.0 *	808,986	100%	+ 0.3
61,05	— 11.2								40,712	5.1	+ 80.0	794,888	100%	— 4.3
73,66	— 6.5								47,663	5.2	+ 66.1	918,523	100%	— 0.8
75,65	— 11.3								25,406	2.9	— 11.6	878,816	100%	— 6.9
99,35	+ 6.4								39,015	3.2	— 3.6	1,232,129	100%	+ 0.2
97,21	+ 3.3								48,764	4.0	+ 17.4	1,234,243	100%	— 5.6
95,84	+ 6.8								38,270	3.1	+ 0.5	1,223,340	100%	+ 0.1
107,91	+ 8.0								55,847	4.3	+ 77.6	1,297,092	100%	+ 4.6
84,85	— 5.8								27,030	2.8	— 13.3	958,212	100%	— 7.6
73,46	— 1.9								68,597	6.4	+ 113.1	1,065,934	100%	— 1.5
73,15	+ 7.3								17,883	2.0	— 47.5	910,206	100%	+ 6.1
75,51	— 5.6								24,386	2.9	— 15.2	839,360	100%	— 8.4
TOTAL 980,86	— 0.6								458,371	3.8	+ 19.2	12,161,729	100%	— 1.9
48,24	— 2.1								22,970	2.8	+ 27.9	806,577	100%	+ 1.2
53,12	+ 4.7								22,621	2.7	+ 12.6	830,661	100%	+ 3.8
57,88	— 5.9								28,704	3.1	— 27.6	925,838	100%	— 4.8
61,21	— 11.6								32,404	3.4	— 5.6	943,847	100%	— 6.0
78,24	— 1.4								40,479	3.3	— 8.8	1,230,228	100%	+ 0.3
87,28	+ 2.3								41,537	3.2	— 9.8	1,307,200	100%	+ 2.0
79,73	— 2.6								38,084	3.1	— 20.6	1,222,579	100%	— 2.6
84,75	— 7.5								31,444	2.5	— 33.7	1,240,458	100%	— 6.4
70,82	— 3.5								31,186	3.0	— 11.3	1,036,472	100%	+ 3.5
73,26	+ 17.6								32,187	3.0	+ 47.5	1,081,933	100%	+ 18.2
63,15	— 12.1								34,055	4.0	+ 63.7	857,854	100%	— 9.2
74,55	— 13.0								28,766	3.1	+ 40.7	916,135	100%	— 8.8
TOTAL 832,22	— 3.2								384,437	3.1	— 2.9	12,399,782	100%	— 1.0

Respondent's Exhibit 18

(593)

ST. LOUIS and ST. LOUIS COUNTY — PACKAGE BEER BY BREWERS

	ANHEUSER-BUSCH INC.			F A L S T A F F			GRIESEDIECK BROS.			GRIESEDIECK WESTERN			COLUMBIA			HYDE PA	
	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total
1949																	
Jan.	46,389	5.8%	+ 0.7	257,938	32.4%	+ 18.9	84,041	10.5%	— 20.7	390,975	49.0%	+ 55.9					
Feb.	48,190	6.0%	+ 10.2	255,853	32.0%	+ 23.0	95,594	12.0%	— 6.1	380,345	47.5%	+ 59.0					
Mar.	62,421	6.4%	+ 8.8	297,708	30.6%	+ 14.4	105,203	10.8%	— 14.7	467,563	48.1%	+ 47.2					
April	59,377	5.9%	+ 18.2	297,180	29.6%	+ 4.9	105,673	10.5%	— 23.1	507,754	50.6%	+ 38.9					
May	76,289	6.2%	+ 17.5	359,418	29.3%	+ 21.9	149,076	12.2%	+ 16.0	596,778	48.7%	+ 49.1					
June	82,059	6.4%	— 7.6	372,998	29.1%	+ 1.2	186,746	14.6%	+ 17.3	593,329	46.3%	+ 41.0					
July	74,993	6.0%	— 7.8	344,645	27.4%	— 14.3	204,037	16.3%	+ 28.2	583,762	46.5%	+ 33.2					
Aug.	77,963	5.9%	— 1.8	346,072	26.1%	— 18.6	238,231	18.0%	+ 31.6	615,016	46.4%	+ 37.5					
Sept.	63,368	6.3%	— 17.4	271,651	27.1%	— 30.3	139,583	14.0%	— 6.1	491,338	49.1%	+ 8.9					
Oct.	52,767	5.8%	— 8.1	241,585	26.4%	— 14.2	173,357	18.9%	+ 63.1	425,555	46.5%	+ 18.2					
Nov.	56,164	5.9%	— 2.3	250,964	26.6%	— 17.6	175,425	18.6%	+ 60.7	441,150	46.7%	— 5.0					
Dec.	65,426	6.5%	+ 3.7	265,034	26.4%	— 19.3	185,623	18.5%	+ 62.7	467,463	46.6%	— 3.3					
TOTAL	765,406	6.1%	— 3.0	3,561,046	28.4%	— 5.4	1,842,589	14.7%	+ 17.0	5,961,028	47.6%	+ 28.6					
1948																	
Jan.	46,073	5.7	+ 5.8	216,952	26.9	+ 31.4	105,966	13.2	— 31.8	250,850	31.2	+ 143.4	59,773	7.4	— 54.0	100,550	12.5
Feb.	43,748	5.6	+ 5.1	207,933	26.4	+ 30.1	101,781	12.9	— 24.5	239,260	30.4	+ 128.7	54,024	6.9	— 54.3	95,226	12.1
Mar.	57,386	5.8	+ 32.1	260,168	26.5	+ 49.9	123,324	12.6	— 6.1	317,600	32.4	+ 149.5	62,641	6.4	— 43.2	117,706	12.0
Apr.	72,557	6.6	+ 64.2	283,366	25.6	+ 30.0	137,372	12.4	— 18.4	365,450	33.1	+ 98.4	65,018	5.9	— 51.5	124,816	11.3
May	64,942	6.0	+ 38.1	294,764	27.0	+ 25.0	128,518	11.8	— 37.4	400,386	36.7	+ 96.3	49,181	4.5	— 70.0	118,366	10.8
June	88,856	6.9	+ 88.9	368,413	28.6	+ 51.8	159,223	12.3	— 16.9	420,653	32.6	+ 95.2	50,759	3.9	— 64.8	135,812	10.5
July	81,326	6.3	+ 74.5	402,266	31.2	+ 63.6	159,098	12.3	— 25.5	438,170	34.0	+ 92.4	28,565	2.2	— 83.9	127,238	9.9
Aug.	79,398	6.0	+ 45.5	424,910	32.1	+ 55.9	181,024	13.7	— 33.9	447,338	33.8	+ 88.7	—			124,389	9.4
Sept.	76,687	6.3	+ 63.7	389,556	32.0	+ 68.1	148,613	12.2	— 31.9	451,020	37.0	+ 105.7	—			100,916	8.3
Oct.	57,430	6.3	+ 23.2	281,449	31.2	+ 15.3	106,261	11.8	— 46.4	357,155	39.6	+ 45.4	—			69,775	7.7
Nov.	57,471	5.9	+ 19.8	304,605	31.4	+ 38.2	109,146	11.2	— 12.9	464,592	47.9	+ 121.5	—			—	
Dec.	63,096	6.1	+ 13.9	328,385	31.9	+ 25.7	114,056	11.1	— 24.2	483,538	46.9	+ 81.5	—			—	
TOTAL	788,970	6.2	+ 39.7	3,762,767	29.4	+ 40.9	1,574,382	12.3	— 27.3	4,636,012	36.2	+ 97.7	369,961	2.9		1,114,794	8.7

JNTY — PACKAGE BEER BY BREWERS

ANH WESTERN			COLUMBIA			HYDE PARK			ALL OTHERS			T O T A L		
Statistical Cases	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	
46,387	+ 55.9							17,960	2.3%	— 29.5	797,303	100.0%	— 0.9	
48,190	+ 59.0							20,081	2.5%	— 55.2	800,063	100.0%	+ 1.7	
62,426	+ 47.2							39,650	4.1%	— 7.2	972,545	100.0%	— 0.9	
59,377	+ 38.9							34,321	3.4%	— 39.5	1,004,305	100.0%	— 9.1	
76,286	+ 49.1							44,406	3.6%	+ 26.8	1,225,967	100.0%	+ 12.4	
82,056	+ 41.0							46,049	3.6%	— 30.6	1,281,181	100.0%	— 0.7	
74,997	+ 33.2							47,948	3.8%	— 9.0	1,255,385	100.0%	— 2.4	
77,967	+ 37.5							47,438	3.6%	— 28.2	1,324,720	100.0%	+ 0.1	
63,368	+ 8.9							35,176	3.5%	— 31.9	1,001,116	100.0%	— 17.8	
52,766	+ 18.2							21,825	2.4%	— 29.3	915,089	100.0%	+ 1.3	
56,167	— 5.0							20,804	2.2%	— 40.0	944,507	100.0%	— 2.7	
65,426	— 3.3							20,451	2.0%	— 50.7	1,033,997	100.0%	— 2.6	
765,407	+ 28.6							396,109	3.2%	— 27.8	12,526,178	100.0%	— 2.1	
46,077	+ 143.4	59,773	7.4	— 54.0	100,550	12.5	— 27.1	25,479	3.1	— 42.4	805,643	100.0	+ 3.4	
43,744	+ 128.7	54,024	6.9	— 54.3	95,226	12.1	— 25.9	44,854	5.7	+ 9.9	786,826	100.0	+ 8.0	
57,388	+ 149.5	62,641	6.4	— 43.2	117,706	12.0	— 6.6	42,720	4.3	+ 47.8	994,545	100.0	+ 32.5	
72,555	+ 98.4	65,018	5.9	— 51.5	124,816	11.3	— 25.0	56,720	5.1	+ 32.4	1,105,299	100.0	+ 15.3	
64,944	+ 96.3	49,181	4.5	— 70.0	118,366	10.8	— 40.5	35,013	3.2	— 35.8	1,091,170	100.0	— 1.6	
88,855	+ 95.2	50,759	3.9	— 64.8	135,812	10.5	— 27.6	66,391	5.2	+ 4.9	1,290,107	100.0	+ 18.1	
81,321	+ 92.4	28,565	2.2	— 83.9	127,238	9.9	— 40.7	52,710	4.1	— 21.2	1,289,373	100.0	+ 8.0	
79,391	+ 88.7	—			124,389	9.4	— 52.1	66,050	5.0	— 6.0	1,323,109	100.0	— 4.2	
76,681	+ 105.7	—			100,916	8.3	— 50.3	51,638	4.2	— 30.3	1,218,430	100.0	+ 5.9	
57,437	+ 45.4	—			69,775	7.7	— 63.5	30,891	3.4	— 60.2	902,961	100.0	— 20.6	
57,477	+ 121.5	—			—			34,709	3.6	— 20.3	970,523	100.0	— 14.9	
63,091	+ 81.5	—			—			41,471	4.0	— 10.8	1,030,546	100.0	+ 2.4	
788,977	+ 97.7	369,961	2.9		1,114,794	8.7		548,646	4.3	— 16.1	12,795,532	100.0	+ 5.6	

Respondent's Exhibit 18

ST. LOUIS and ST. LOUIS COUNTY — PACKAGE BEER BY BREWERS

ANHEUSER-BUSCH INC.			F A L S T A F F			GRIESEDIECK BROS.			GRIESEDIECK WESTERN			COLUMBIA			HYDRA-PAC	
Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total
43,537	5.6	+ 17.7	165,060	21.2	+ 8.9	155,475	19.9	+ 20.2	103,040	13.2	+ 28.2	129,988	16.7	+ 12.8	137,937	17.5
41,615	5.7	— 1.1	159,812	22.0	+ 10.9	134,816	18.5	+ 16.4	104,640	14.4	+ 30.9	118,192	16.2	— 5.2	128,562	16.6
43,457	5.9	+ 21.0	173,550	23.4	+ 107.2	131,384	17.7	+ 21.9	127,320	17.2	+ 58.6	110,245	14.9	+ 23.9	126,039	16.4
44,186	4.6	+ 16.5	217,984	22.7	+ 146.2	168,423	17.6	+ 34.4	184,160	19.2	+ 116.7	134,143	14.0	+ 60.3	166,474	16.8
47,026	4.2	— 9.2	235,833	21.3	+ 83.1	205,190	18.5	+ 43.7	204,013	18.4	+ 124.2	163,872	14.8	+ 98.2	198,782	17.2
47,037	4.3	+ 15.7	242,719	22.2	+ 111.9	191,663	17.6	+ 15.3	215,500	19.7	+ 111.3	144,213	13.2	+ 39.2	187,482	17.6
46,590	3.9	— 1.7	245,888	20.6	+ 78.8	213,635	17.9	+ 23.8	227,780	19.1	+ 106.7	176,930	14.9	+ 45.9	214,511	17.8
54,579	4.0	+ 64.1	272,614	19.7	+ 124.2	273,948	19.8	+ 50.0	237,120	17.2	+ 111.2	212,481	15.4	+ 68.1	259,677	18.2
46,860	4.1	+ 13.1	231,729	20.1	+ 74.2	218,090	19.0	+ 32.3	219,295	19.1	+ 119.7	157,359	13.7	+ 24.8	202,926	18.4
46,632	4.1	+ 3.0	244,001	21.5	+ 59.5	198,298	17.4	+ 16.5	245,590	21.6	+ 178.9	134,229	11.8	+ 3.0	191,194	18.6
47,982	5.7	+ 10.9	229,425	26.1	+ 35.3	125,381	14.8	— 20.9	209,745	24.8	+ 161.7	80,677	9.5	— 24.0	117,222	18.8
55,372	3.5	+ 24.6	261,328	26.0	+ 43.8	150,565	14.9	— 20.0	266,455	26.5	+ 167.7	87,782	8.7	— 45.7	138,897	19.0
564,882	4.7	+ 12.9	2,670,943	22.0	+ 66.8	2,166,868	17.9	+ 18.8	2,344,658	19.3	+ 111.5	1,650,111	13.6	+ 20.2	2,069,703	19.2
37,003	5.0	— 3.5	151,563	20.5	+ 105.9	129,320	17.5	+ 53.7	80,395	10.9	+ 38.8	115,247	15.6	+ 19.9	141,802	19.4
42,092	6.0	+ 16.2	144,137	20.7	+ 106.1	115,836	16.6	+ 29.7	79,935	11.5	+ 38.5	124,680	17.9	+ 36.4	106,993	19.6
35,929	5.8	— 14.3	83,762	13.7	— 7.0	107,801	17.6	— 7.9	80,275	13.1	+ 15.6	88,989	14.5	— 18.2	131,057	19.8
37,929	5.7	— 8.2	88,550	13.3	+ 2.5	125,325	18.8	+ 5.9	85,000	12.8	+ 5.9	83,663	12.6	— 19.9	134,514	20.0
51,774	6.9	+ 23.1	128,774	17.2	+ 26.9	142,769	19.0	— 0.5	90,980	12.2	— 5.6	82,667	11.0	— 29.0	139,061	20.2
40,643	5.2	— 14.3	114,550	14.6	+ 11.3	166,294	21.2	+ 16.8	101,750	13.0	— 4.4	103,575	13.2	— 15.2	149,110	20.4
47,411	5.3	+ 1.1	137,494	15.5	+ 14.0	172,602	19.4	+ 23.5	110,200	12.4	+ 1.6	122,921	13.8	— 3.6	167,772	20.6
33,264	3.8	— 28.9	121,589	13.9	— 6.0	182,674	20.9	+ 8.9	112,275	12.8	— 6.7	126,421	14.5	— 6.2	169,121	20.8
41,443	4.9	+ 7.3	133,031	15.6	+ 7.8	164,869	19.4	+ 10.1	99,830	11.7	— 5.1	126,053	14.9	— 6.5	148,905	21.0
45,267	5.2	+ 22.3	152,995	17.5	+ 15.4	170,195	19.5	+ 14.6	88,050	10.1	+ 6.0	130,338	14.9	+ 9.1	148,121	21.2
43,251	5.5	+ 16.2	162,883	20.7	+ 18.7	158,521	20.1	+ 28.9	80,150	10.2	+ 5.6	106,181	13.5	— 17.4	139,776	21.4
44,424	4.8	+ 12.2	181,690	19.5	+ 25.6	188,118	20.3	+ 36.0	99,550	10.7	+ 26.3	161,797	17.4	+ 13.6	181,360	21.6
500,430	5.3	+ 1.4	1,601,018	16.9	+ 22.0	1,824,324	19.3	+ 16.8	1,108,390	11.7	+ 6.6	1,372,532	14.5	— 3.8	1,757,592	21.8

KAGE BEER BY BREWERS

	COLUMBIA			HYDE PARK			ALL OTHERS			T O T A L		
	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year
Jan.	129,988	16.7	+ 12.8	137,937	17.7	— 2.7	44,265	5.7	— 47.8	779,302	100.0	+ 5.3
Feb.	118,192	16.2	— 5.2	128,562	17.6	+ 20.2	40,829	5.6	— 51.6	728,466	100.0	+ 4.4
Mar.	110,245	14.9	+ 23.9	126,039	17.0	— 3.8	28,900	3.9	— 66.1	740,895	100.0	+ 20.8
Apr.	134,143	14.0	+ 60.3	166,474	17.4	+ 23.8	42,846	4.5	— 61.4	958,216	100.0	+ 43.9
May	163,872	14.8	+ 98.2	198,782	17.9	+ 42.9	54,531	4.9	— 52.2	1,109,247	100.0	+ 47.9
June	144,213	13.2	+ 39.2	187,482	17.2	+ 25.7	63,310	5.8	— 41.6	1,091,924	100.0	+ 39.2
July	176,930	14.9	+ 43.9	214,511	18.0	+ 27.9	66,865	5.6	— 49.4	1,192,208	100.0	+ 33.9
Aug.	212,481	15.4	+ 68.1	259,677	18.8	+ 53.5	70,253	5.1	— 45.9	1,380,672	100.0	+ 57.8
Sept.	157,359	13.7	+ 24.8	202,926	17.6	+ 36.3	74,130	6.4	— 45.6	1,150,389	100.0	+ 35.3
Oct.	134,229	11.8	+ 3.0	191,194	16.8	+ 29.1	77,688	6.8	— 44.3	1,137,632	100.0	+ 30.1
Nov.	80,677	9.5	— 24.0	117,222	13.9	— 16.1	43,552	5.2	— 55.4	844,984	100.0	+ 7.2
Dec.	87,782	8.7	— 45.7	138,897	13.8	— 23.4	46,470	4.6	— 35.5	1,006,869	100.0	+ 8.4
TOT.	1,650,111	13.6	+ 20.2	2,069,703	17.1	+ 17.8	653,639	5.4	— 49.5	12,120,804	100.0	+ 28.1
94)												
6												
Jan.	115,247	15.6	+ 19.9	141,802	19.1	+ 72.7	84,735	11.4	— 12.3	740,065	100%	+ 39.9
Feb.	124,680	17.9	+ 36.4	106,993	15.3	+ 29.1	84,384	12.0	+ 20.7	698,057	100%	+ 40.3
Mar.	88,989	14.5	— 18.2	131,057	21.4	+ 23.2	85,349	13.9	— 14.9	613,162	100%	— 3.3
April	83,663	12.6	— 19.9	134,514	20.2	+ 14.7	110,865	16.6	+ 21.9	665,846	100%	+ 4.2
May	82,667	11.0	— 29.0	139,061	18.5	+ 11.2	114,109	15.2	+ 24.4	750,134	100%	+ 4.7
June	103,575	13.2	— 15.2	149,110	19.0	+ 2.0	108,382	13.8	+ 13.5	784,304	100%	+ 2.8
July	122,921	13.8	— 3.6	167,772	18.8	+ 17.2	132,030	14.8	+ 33.6	890,430	100%	+ 13.4
Aug.	126,421	14.5	— 6.2	169,121	19.3	— 2.2	129,779	14.8	+ 1.8	875,123	100%	— 2.7
Sept.	126,053	14.9	— 6.5	148,905	17.5	— 5.6	136,279	16.0	+ 34.9	850,410	100%	+ 4.9
Oct.	130,338	14.9	+ 9.1	148,121	16.9	— 5.8	139,583	15.9	+ 61.2	874,549	100%	+ 14.4
Nov.	106,181	13.5	— 17.4	139,776	17.7	+ 2.5	97,574	12.3	+ 17.3	788,336	100%	+ 9.3
Dec.	161,797	17.4	+ 13.6	181,360	19.5	+ 37.4	72,000	7.8	+ 11.9	928,939	100%	+ 25.5
TOT.	1,372,532	14.5	— 3.8	1,757,592	18.6	+ 12.7	1,295,069	13.7	+ 17.1	9,459,355	100%	+ 11.3

ST. LOUIS and ST. LOUIS COUNTY — PACKAGE BEER BY BREWERS

	ANHEUSER-BUSCH INC.			F A L S T A F F			GRIESEDIECK BROS.			GRIESEDIECK WESTERN			COLUMBIA			HYDE PARK	
	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total
1945																	
Jan.	38,351	7.3	+ 3.2	73,605	13.9	+ 0.2	84,139	15.9	— 5.2	57,940	11.0	+ 10.9	96,151	18.2	— 10.9	82,111	15.5
Feb.	36,238	7.3	— 4.7	69,919	14.0	— 4.2	89,337	18.0	— 8.2	57,700	11.6	+ 8.7	91,402	18.4	— 10.8	82,886	16.7
Mar.	41,918	6.6	— 1.5	90,053	14.2	+ 4.6	117,014	18.5	+ 9.0	69,415	11.0	+ 10.8	108,810	17.2	— 8.2	106,373	16.7
Apr.	41,335	6.5	+ 6.6	86,418	13.5	— 8.1	118,319	18.5	+ 12.9	80,267	12.6	+ 8.7	104,479	16.4	— 21.0	117,261	18.3
May	42,074	5.9	— 9.7	101,439	14.2	+ 0.2	143,452	20.0	+ 9.4	96,368	13.4	+ 7.1	116,447	16.2	— 16.7	125,053	17.5
June	47,410	6.2	— 3.8	102,883	13.5	— 2.4	142,388	18.7	+ 11.0	106,386	13.9	+ 14.9	122,147	16.0	— 17.7	146,225	19.2
July	46,894	6.0	— 1.9	120,591	15.4	+ 0.6	139,792	17.8	— 1.6	108,482	13.8	+ 16.9	127,567	16.2	— 9.2	143,162	18.2
Aug.	46,792	5.2	— 17.1	129,334	14.4	+ 7.5	167,694	18.6	+ 18.7	120,339	13.4	+ 37.5	134,836	15.0	— 4.1	172,849	19.2
Sept.	38,612	4.8	— 2.7	123,426	15.2	+ 34.4	149,783	18.5	+ 25.4	105,205	13.0	+ 54.5	134,785	16.6	+ 9.5	157,714	19.4
Oct.	37,005	4.8	— 9.8	132,556	17.4	+ 57.4	148,495	19.4	+ 36.2	83,080	10.9	+ 32.9	119,425	15.7	+ 2.3	157,204	20.5
Nov.	37,208	5.2	— 17.6	137,221	19.0	+ 61.8	123,008	17.1	+ 18.6	75,905	10.5	+ 39.8	128,593	17.8	+ 34.8	136,311	18.9
Dec.	39,582	5.3	— 10.8	144,655	19.5	+ 52.9	138,202	18.7	+ 31.6	78,795	10.6	+ 33.6	142,471	19.3	+ 23.3	132,029	17.9
TOTAL	493,419	5.8	— 6.4	1,312,100	15.4	+ 16.2	1,561,623	18.4	+ 13.3	1,939,882	12.2	+ 22.0	1,427,113	16.8	— 3.7	1,559,178	18.4
1944																	
Jan.	37,168	7.0	— 5.5	73,483	13.9	+ 6.7	88,734	16.7	+ 15.7	52,250	9.8	+ 56.4	107,969	20.3	+ 20.0	95,971	18.1
Feb.	38,018	7.1	— 8.6	72,980	13.7	+ 10.7	97,324	18.3	+ 12.7	53,095	10.0	+ 40.7	102,494	19.2	+ 6.5	92,659	17.4
Mar.	42,554	7.1	— 7.5	86,097	14.3	+ 4.8	107,386	17.9	— 1.9	62,655	10.4	— 15.7	118,549	19.7	+ 8.0	102,753	17.1
Apr.	38,790	6.1	— 12.3	94,038	14.8	+ 3.2	104,812	16.5	— 10.6	73,819	11.6	+ .6	132,306	20.9	+ 10.6	121,078	19.1
May	40,617	6.5	— 8.3	101,255	14.1	— 0.9	131,107	18.3	+ 8.3	89,955	12.6	+ .0	139,796	19.5	+ 8.4	132,803	18.5
June	49,307	6.5	— 11.8	105,445	13.9	— 2.1	128,223	16.8	— 10.0	92,555	12.2	— 1.0	148,361	19.5	+ 6.3	141,827	18.6
July	47,819	6.2	— 0.6	119,851	15.5	+ 2.1	142,053	18.4	+ 6.8	92,795	12.0	— .8	140,498	18.2	— 9.1	143,289	18.5
Aug.	56,457	7.1	+ 3.9	120,310	15.2	+ 2.5	141,297	17.9	+ 6.8	87,493	11.1	+ 26.8	141,609	17.9	+ 20.7	144,920	18.3
Sept.	39,670	5.9	+ 3.8	91,805	13.8	+ 4.1	119,398	17.9	+ 3.7	68,075	10.2	+ 16.5	123,110	18.4	+ 12.3	120,681	18.1
Oct.	41,021	6.5	— 0.7	84,202	13.3	+ 2.1	109,064	17.2	+ 15.1	62,530	9.9	+ 9.1	116,713	18.5	+ 12.3	118,846	18.8
Nov.	45,143	7.6	+ 2.9	84,808	14.3	+ 3.7	103,745	17.5	— 1.2	58,050	9.8	+ .4	95,395	16.0	— 8.5	104,392	17.5
Dec.	44,376	7.2	— 4.2	94,632	15.3	+ 5.6	104,985	17.0	— 1.1	58,995	9.5	— 2.4	115,583	18.7	+ 3.3	109,658	17.8
TOTAL	526,940	6.7	— 4.2	1,128,906	14.4	+ 3.1	1,378,128	17.6	+ 2.9	852,267	10.8	+ 10.0	1,482,383	18.9	+ 3.4	1,428,877	18.2

BEER BY BREWERS

ANHEUSER-BU:		COLUMBIA			HYDE PARK			ALL OTHERS			T O T A L		
Statistical Cases	Share of Total	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year
38,351	7.3	96,151	18.2	— 10.9	82,111	15.5	— 14.4	96,570	18.2	+ 28.6	528,367	100%	— 0.3
36,238	7.3	91,402	18.4	— 10.8	82,886	16.7	— 10.5	69,890	14.0	— 8.3	497,372	100%	— 6.6
41,918	6.6	108,810	17.2	— 8.2	106,373	16.7	+ 3.5	100,336	15.8	+ 24.1	633,919	100%	+ 5.5
41,335	6.5	104,479	16.4	— 21.0	117,261	18.3	— 3.2	90,941	14.2	+ 29.6	639,020	100%	+ 0.6
42,074	5.9	116,447	16.2	— 16.7	125,053	17.5	— 5.8	91,697	12.8	+ 21.5	716,530	100%	— 0.1
47,410	6.2	122,147	16.0	— 17.7	146,225	19.2	+ 3.1	95,468	12.5	— 1.7	762,907	100%	—
46,894	6.0	127,567	16.2	— 9.2	143,162	18.2	— .1	98,823	12.6	+ 14.3	785,311	100%	+ 1.6
46,792	5.2	134,836	15.0	— 4.1	172,849	19.2	+ 19.3	127,458	14.2	+ 28.4	899,302	100%	+ 13.6
38,612	4.8	134,785	16.6	+ 9.5	157,714	19.4	+ 30.7	161,004	12.5	— 3.6	810,529	100%	+ 21.4
37,005	4.8	119,425	15.7	+ 2.3	157,204	20.5	+ 32.3	86,581	11.3	— 13.4	764,346	100%	+ 29.9
37,208	5.2	128,593	17.8	+ 34.8	136,311	18.9	+ 30.6	83,181	11.5	— 18.9	721,427	100%	+ 21.4
39,582	5.3	142,471	19.3	+ 23.3	132,029	17.9	+ 20.4	64,319	8.7	— 28.3	740,053	100%	+ 19.8
493,419	5	1,427,113	16.8	— 3.7	1,559,178	18.4	+ 9.1	1,106,268	13.0	+ 4.6	8,499,583	100%	+ 8.2
37,168	7.0	107,969	20.3	+ 20.0	95,971	18.1	+ 10.3	75,096	14.2	+ 130.7	530,671	100%	+ 24.0
38,018	7.1	102,494	19.2	+ 6.5	92,659	17.4	— 10.4	76,198	14.3	+ 162.2	532,768	100%	+ 15.7
42,554	7.1	118,549	19.7	+ 8.0	102,753	17.1	— 9.8	80,875	13.5	+ 22.4	600,869	100%	+ 6.3
38,790	6.1	132,306	20.9	+ 10.6	121,078	19.1	— 6.1	70,149	11.0	+ .2	634,992	100%	+ 3.0
46,617	6.5	139,796	19.5	+ 8.4	132,803	18.5	+ 30.0	75,458	10.5	— 13.0	716,991	100%	+ 10.2
49,307	6.5	148,361	19.5	+ 6.3	141,827	18.6	+ 18.4	97,104	12.7	— 12.0	762,822	100%	+ 3.6
47,819	6.2	140,498	18.2	— 9.1	143,289	18.5	+ 22.8	86,441	11.2	— 17.4	772,746	100%	+ 2.6
56,457	7.1	141,609	17.9	+ 20.7	144,920	18.3	+ 23.2	99,250	12.5	— 3.6	791,336	100%	+ 12.0
39,670	5.9	123,110	18.4	+ 12.3	120,681	18.1	+ 9.2	104,728	15.7	+ 34.5	667,467	100%	+ 8.9
41,021	6.5	116,713	18.5	+ 12.3	118,846	18.8	— 6.0	99,943	15.8	+ 49.1	632,319	100%	+ 5.7
45,143	7.6	95,395	16.0	— 8.5	104,392	17.5	— 9.6	102,612	17.3	+ 89.6	594,145	100%	+ 1.4
44,376	7.2	115,583	18.7	+ 3.3	109,658	17.8	— 10.3	89,727	14.5	+ 41.2	617,956	100%	— 1.9
526,940	6.7	1,482,383	18.9	+ 3.4	1,428,877	18.2	+ 4.8	1,057,581	13.4	+ 16.0	7,855,082	100%	+ 7.0

Respondent's Exhibit 18

ST. LOUIS and ST. LOUIS COUNTY — PACKAGE BEER BY BREWERS

595)

43

	ANHEUSER-BUSCH INC.			F A L S T A F F			GRIESEDIECK BROS.			GRIESEDIECK WESTERN			COLUMBIA			
	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases
Jan.	39,350	9.2	— 61.1	68,869	16.1		76,663	17.9		33,405	7.8	— 33.2	90,002	21.1		86,986
Feb.	41,603	9.0	— 55.8	65,884	14.3		86,344	18.8		37,745	8.2	— 17.8	96,264	20.9		103,397
Mar.	46,004	8.1	— 58.5	82,175	14.5		109,440	19.4		52,840	9.3	— 8.0	109,758	19.4		113,857
April	44,248	7.2	— 57.6	91,121	14.8		117,251	19.0		73,400	11.9	+ 5.5	119,602	19.4		128,952
May	50,846	7.8	— 54.5	102,186	15.7		121,071	18.6		89,920	13.9	+ 17.7	128,915	19.8		102,182
June	55,928	7.6	+ 35.7	107,739	14.6		142,412	19.4		93,500	12.7	+ 68.8	139,554	19.0		119,747
July	48,123	6.4	+ 33.9	117,365	15.6		133,033	17.7		93,584	12.4	+ 40.8	151,231	20.0		116,640
Aug.	54,326	7.7	+ 26.6	117,341	16.6		132,352	18.7		68,995	9.8	+ 26.0	117,323	16.6		117,589
Sept.	38,220	6.2	— 10.5	88,150	14.4		115,144	18.8		58,437	9.6	+ 11.5	109,627	17.9		110,505
Oct.	41,295	6.9	— 3.5	82,462	13.8		94,743	15.8		57,325	9.6	+ 24.6	103,964	17.4		126,444
Nov.	43,876	7.5	— 14.9	81,804	14.0		104,952	17.9		57,795	9.9	+ 32.8	104,200	17.7		115,443
Dec.	46,331	7.4	+ 10.2	89,597	14.2		106,202	16.9		57,560	9.1	+ 27.7	111,911	17.8		122,213
TOTAL	550,150	7.5	— 33.0	1,094,693	14.9		1,339,607	18.3		774,506	10.5	+ 16.8	1,382,351	18.8		1,363,955

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Jan.	101,144	+ 130.7	
Feb.	94,056	+ 96.7	
Mar.	110,782	+ 86.5	
Apr.	104,316	+ 37.2	
May	111,682	+ 2.9	
June	41,215	— 58.5	
July	35,927	— 66.5	
Aug.	42,918	— 64.0	
Sept.	42,715	— 58.9	
Oct.	42,793	— 56.5	
Nov.	51,587	— 46.9	
Dec.	42,059	— 65.2	
TOTAL	821,194	— 24.1	

49,985	+ 49.4
45,905	+ 27.3
57,410	+ 33.0
69,545	+ 41.9
76,395	+ 29.6
55,396	— 21.3
66,450	— 7.3
54,745	— 24.1
52,420	— 14.4
46,009	— 15.4
43,535	— 12.2
45,070	— 21.4
662,865	+ 2.1

—PACKAGE BEER BY BREWERS

AN % age vious ear	COLUMBIA			HYDE PARK			ALL OTHERS			T O T A L		
	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year
-33.2	90,002	21.1		86,986	20.3		32,558	7.6	— 45.7	427,833	100%	
-17.8	96,264	20.9		103,397	22.5		29,061	6.3	— 45.5	460,298	100%	
-8.0	109,758	19.4		113,857	20.2		51,226	9.1	— 11.0	565,300	100%	
-5.5	119,602	19.4		128,952	20.9		41,990	6.8	— 39.7	616,564	100%	
-17.7	128,915	19.8		102,182	15.7		55,367	8.5	— 30.5	650,487	100%	
-68.8	139,554	19.0		119,747	16.3		77,110	10.4	— 27.4	735,990	100%	
+40.8	151,231	20.0		116,640	15.5		93,300	12.4	— 36.8	753,276	100%	
+26.0	117,323	16.6		117,589	16.6		98,771	14.0	— 24.8	706,697	100%	
+11.5	109,627	17.9		110,505	18.0		92,581	15.1	— 9.8	612,664	100%	
+24.6	103,964	17.4		126,444	21.1		92,105	15.4	— 4.4	598,338	100%	
+32.8	104,200	17.7		115,443	19.7		78,108	13.3	+ 28.6	586,178	100%	
+27.7	111,911	17.8		122,213	19.4		96,064	15.2	+ 139.2	629,878	100%	
+16.8	1,382,351	18.8		1,363,955	18.6		838,241	11.4	— 16.6	7,343,503	100%	
							59,914		+ 1.9			
							53,298		+ 7.7			
							57,617		— 12.8			
							69,669		— .5			
							79,615		— 8.3			
							106,189		— 3.7			
							147,611		+ 41.0			
							131,370		+ 27.6			
							102,666		+ 31.9			
							96,373		+ 43.7			
							60,724		+ 12.2			
							40,153		— 36.8			
							1,005,199		+ 10.3			

Respondent's Exhibit 18

ST. LOUIS and ST. LOUIS COUNTY — PACKAGE BEER BY BREWERS

	ANHEUSER-BUSCH INC.			F A L S T A F F			GRIESEDIECK BROS.			GRIESEDIECK WESTERN			COLUMBIA			HY
	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases
41																
Jan.	43,849	10.1	+ 39.0	30,903	7.1	+ 40.8	90,523	20.9	+ 12.0	33,450	7.7	+ 23.9	102,542	23.6	+ 45.1	73,551
Feb.	47,815	11.0	+ 34.8	33,734	7.8	+ 33.9	92,982	21.4	— 2.4	36,060	8.3	— 2.7	97,320	22.4	+ 21.1	77,656
Mar.	59,400	11.2	+ 33.8	41,449	7.8	+ 34.0	116,157	21.8	— 3.9	43,150	8.1	+ 9.5	112,900	21.2	+ 12.8	93,289
Apr.	76,015	12.7	+ 56.3	52,786	8.8	+ 42.9	125,199	21.0	— 4.6	49,011	8.2	+ 9.8	119,297	20.0	+ 6.9	104,907
May	108,574	14.0	+ 91.2	73,447	9.4	+ 68.6	155,339	20.0	+ 6.3	58,934	7.6	+ 19.5	151,145	19.4	+ 15.9	143,234
June	99,335	12.4	+ 3.2	79,213	9.9	+ 19.7	153,269	19.2	— 32.1	62,435	7.8	— 20.7	144,179	18.0	— 18.8	151,332
July	107,334	12.2	+ 135.6	98,934	11.3	+ 126.2	167,832	19.2	+ 50.5	71,693	8.2	+ 51.7	162,115	18.5	+ 20.1	163,093
Aug.	119,365	13.0	+ 107.1	110,586	12.0	+ 114.0	172,884	18.8	+ 22.5	72,162	7.9	+ 30.4	170,888	18.6	+ 6.0	169,472
Sept.	103,998	13.9	+ 106.4	96,654	12.9	+ 121.0	127,124	17.0	+ 1.6	61,255	8.2	+ 21.0	139,763	18.7	+ .5	141,373
Oct.	98,344	14.4	+ 83.5	87,107	12.7	+ 98.2	117,435	17.2	— 6.1	54,415	8.0	+ 7.1	129,693	19.0	— 8.3	129,616
Nov.	97,092	15.8	+ 103.7	77,815	12.6	+ 110.0	102,432	16.6	— 10.1	49,570	8.0	+ 20.6	118,668	19.4	— 3.0	115,795
Dec.	120,908	16.8	+ 126.6	91,648	12.7	+ 139.9	117,744	16.4	+ 2.2	57,332	8.0	+ 26.8	135,729	18.9	— 1.1	132,367
TOTAL	1,082,038	13.3	+ 74.2	874,276	10.7	+ 81.0	1,538,920	18.9	+ .5	649,467	8.0	+ 14.6	1,584,239	19.5	+ 4.7	1,495,337
96)																
40																
Jan.	31,543	8.4	— 15.4	21,954	5.9		80,839	21.6	— 26.3	27,005	7.2	— 32.1	70,685	18.9		74,594
Feb.	35,480	8.2	— 2.3	25,189	5.8		95,223	22.0	— 4.5	37,945	8.6	+ 1.3	80,362	18.6		88,203
Mar.	44,411	8.6	— 3.6	30,921	6.0		120,830	23.4	— 6.7	39,395	7.6	— 20.6	100,089	19.4		106,523
April	48,649	8.2	— 4.7	36,930	6.3		131,284	22.2	— 1.5	44,640	7.6	— 10.1	111,583	18.9		118,968
May	50,772	8.4	— 9.2	43,560	6.4		146,144	21.7	— 11.9	49,325	7.3	— 20.3	130,386	19.3		129,987
June	96,253	9.7	+ 51.7	66,187	6.7		225,692	22.7	+ 37.5	78,735	7.9	+ 17.9	177,643	17.9		187,183
July	45,561	7.3	— 28.2	43,745	7.0		111,487	17.8	— 35.6	47,275	7.6	— 30.7	134,971	21.6		121,196
Aug.	57,628	8.0	— .4	51,685	7.1		141,163	19.5	— 6.1	55,330	7.7	— 8.4	161,196	22.4		138,793
Sept.	50,395	8.3	— 16.2	43,727	7.2		125,129	20.6	— 22.1	50,642	8.4	— 20.2	139,026	22.9		115,953
Oct.	53,592	8.8	+ 8.7	43,942	7.2		125,040	20.6	+ 1.2	50,820	8.4	+ 3.5	141,369	23.3		112,261
Nov.	47,670	8.9	+ 7.4	37,054	6.9		113,895	21.2	— 2.4	41,090	7.7	— 4.3	129,019	24.1		96,064
Dec.	53,362	9.8	+ 11.6	38,210	7.0		115,174	21.0	— 10.2	45,215	8.3	+ 3.5	137,173	25.1		96,346
TOTAL	621,316	8.6	+ .3	483,104	6.7		1,531,900	21.2	— 7.4	566,517	7.8	— 10.4	1,513,502	20.9		1,386,014

— PACKAGE BEER BY BREWERS

PERCENTAGE Change from Previous Year	COLUMBIA			HYDE PARK			ALL OTHERS			T O T A L		
	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year
+ 23.9	102,542	23.6	+ 45.1	73,553	24.7	— 1.4	58,798	13.6	— 13.3	433,618	100%	+ 15.8
— 2.7	97,320	22.4	+ 21.1	77,656	17.8	— 12.0	49,562	11.3	— 30.0	435,069	100%	+ .7
+ 9.5	112,900	21.2	+ 12.8	93,289	17.5	— 12.4	66,051	12.4	— 11.4	532,405	100%	+ 3.0
+ 9.8	119,297	20.0	+ 6.9	104,907	17.6	— 11.8	69,992	11.7	— 28.5	597,207	100%	+ 1.2
+ 19.5	151,145	19.4	+ 15.9	143,234	18.4	+ 10.2	86,781	11.2	— 26.9	777,454	100%	+ 15.2
— 20.7	144,179	18.0	— 18.8	151,332	18.9	— 19.2	110,283	13.8	— 32.1	800,046	100%	— 19.5
+ 51.7	162,115	18.5	+ 20.1	163,093	18.6	+ 34.6	104,694	12.0	— 13.1	875,695	100%	+ 40.2
+ 30.4	170,888	18.6	+ 6.0	169,472	18.4	+ 22.1	102,972	11.3	— 12.3	918,329	100%	+ 27.0
+ 21.0	139,763	18.7	+ .5	141,373	18.9	+ 21.9	77,860	10.4	— 4.5	748,027	100%	+ 23.3
+ 7.1	129,693	19.0	— 8.3	129,616	18.9	+ 15.5	67,045	9.8	— 17.2	683,655	100%	+ 12.4
+ 20.6	118,668	19.4	— 8.0	115,705	18.8	+ 20.5	54,129	8.8	— 24.1	615,411	100%	+ 14.8
+ 20.8	135,729	18.9	— 1.1	132,107	18.4	+ 37.1	63,563	8.8	+ 3.3	719,031	100%	+ 31.4
+ 14.6	1584,239	19.5	+ 4.7	1,495,337	18.4	+ 7.9	911,670	11.2	— 19.0	8,135,947	100%	+ 12.6
— 32.1	70,685	18.9		74,594	19.9	— 19.5	67,785	18.1		374,405	100%	
+ 1.3	80,362	18.6		88,203	20.4	+ 2.9	70,757	16.4		432,259	100%	
— 20.6	100,089	19.4		106,523	20.6	— 3.5	74,536	14.4		516,705	100%	
— 10.1	111,583	18.9		118,968	20.2	+ 3.6	97,825	16.6		589,879	100%	
— 20.3	130,386	19.3		129,987	19.3	— 12.7	118,676	17.6		674,850	100%	
+ 17.9	177,643	17.9		187,183	18.8	+ 21.3	162,502	16.3		994,195	100%	
— 30.7	134,971	21.6		121,196	19.4	— 26.8	120,457	19.3		624,692	100%	
— 8.4	161,196	22.4		138,793	19.1	— 6.2	117,399	16.2		723,194	100%	
— 20.2	139,026	22.9		115,953	19.1	— 27.3	81,561	13.5		606,433	100%	
+ 3.5	141,369	23.3		112,264	18.4	— 8.9	80,980	13.3		608,007	100%	
— 4.3	129,019	24.1		96,004	17.9	— 10.7	71,351	13.3		536,083	100%	
+ 3.5	137,173	25.1		96,346	17.6	— 16.9	61,531	11.2		547,011	100%	
— 10.4	1513,502	20.9		1,386,014	19.2	— 9.1	1,125,360	15.6		7,227,713	100%	

Respondent's Exhibit 18

ST. LOUIS and ST. LOUIS COUNTY — PACKAGE BEER BY BREWERS

ANHEUSER-BUSCH INC.			F A L S T A F F			GRIESEDIECK BROS.			GRIESEDIECK WESTERN			COLUMBIA			Statistical Cases
Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	
37,297		+ 31.3				109,698		+ .3	39,760		+ 22.5				92,693
36,313		+ 17.3				99,699		— 9.4	36,555		+ 4.4				85,733
46,092		+ 27.2				129,544		+ 5.0	49,620		+ 20.6				110,350
51,051		+ 21.3				133,313		— 8.0	49,680		+ 16.4				114,819
62,499		+ 39.9				165,864		+ 8.1	61,860		+ 35.4				148,901
63,448		+ 32.3				164,133		— 1.8	66,783		+ 27.7				154,274
63,454		+ 20.9				173,207		— 12.1	68,265		+ 19.1				165,611
57,882		+ 9.0				150,316		— 19.9	60,425		— 8.8				148,036
60,166		+ 25.4				160,526		+ 2.5	63,450		+ 13.2				159,390
49,302		+ 5.3				123,566		— 16.3	49,105		— 4.5				123,195
44,393		+ 9.5				116,661		— 5.0	42,955		— 6.9				107,471
47,822		+ 3.6				128,192		— 4.3	43,675		— 12.1				114,679
619,719		+ 19.8				1,654,719		— 5.7	632,133		+ 9.7				1,525,152
28,398	8.5		35,749	10.6		109,371	32.6		32,460	9.7		13,593	4.0		83,583
30,966	8.4		38,802	10.6		110,060	30.0		35,011	9.5		15,495	4.2		100,487
36,250	8.4		42,487	9.9		123,433	28.7		41,151	9.6		17,718	4.2		122,815
42,090	8.6		47,232	9.6		144,909	29.5		42,696	8.7		23,610	4.7		145,726
44,673	8.2		47,847	8.8		153,477	28.1		45,689	8.4		26,146	4.8		166,045
47,965	7.9		51,606	8.4		167,160	27.4		52,300	8.6		30,130	4.9		186,518
52,467	7.4		58,524	8.3		197,086	27.9		57,300	8.1		38,025	5.4		207,185
53,096	7.6		54,600	7.9		187,580	27.0		66,275	9.5		41,457	6.0		194,786
47,981	8.1		46,469	7.9		156,565	26.5		56,070	9.5		37,173	6.3		165,906
46,818	8.4		43,464	7.8		147,673	26.4		51,440	9.2		38,246	6.9		157,124
40,532	8.7		36,531	7.8		122,817	26.4		46,148	9.9		34,013	7.3		129,235
46,150	9.1		41,042	8.1		134,005	26.5		49,719	9.8		39,512	7.8		136,458
517,386	8.2		544,353	8.6		1,754,136	27.8		576,235	9.1		354,518	5.7		1,795,868

KAGE BEER BY BREWERS

ANHE				COLUMBIA			HYDE PARK			ALL OTHERS			T O T A L		
<i>Statistica Cases</i>	<i>Statistical Cases</i>	<i>Share of Total</i>	<i>% Change Previous Year</i>	<i>Statistical Cases</i>	<i>Share of Total</i>	<i>% Change Previous Year</i>	<i>Statistical Cases</i>	<i>Share of Total</i>	<i>% Change Previous Year</i>	<i>Statistical Cases</i>	<i>Share of Total</i>	<i>% Change Previous Year</i>	<i>Statistical Cases</i>	<i>Share of Total</i>	<i>% Change Previous Year</i>
37,297				92,693		+ 10.9									
36,313				85,733		— 14.7									
46,092				110,350		— 10.1									
51,051				114,819		— 21.2									
62,499				148,901		— 10.3									
63,448				154,274		— 17.3									
63,454				165,611		— 20.1									
57,882				148,036		— 24.0									
60,166				159,390		— 3.9									
49,302				123,195		— 21.6									
44,893				107,471		— 16.8									
47,822				114,679		— 16.0									
619,719				1,525,152		— 15.1									
28,398	13,593	4.0		83,583	24.8		32,623	9.8		335,777	100%				
30,966	15,495	4.2		100,487	27.4		36,205	9.9		367,026	100%				
36,250	17,718	4.2		122,815	28.1		45,603	10.6		429,457	100%				
42,090	23,010	4.7		145,726	29.6		46,085	9.3		491,742	100%				
44,673	26,146	4.8		166,045	30.4		61,838	11.3		545,706	100%				
47,965	30,130	4.9		186,518	30.5		75,171	12.3		610,850	100%				
52,467	38,025	5.4		207,185	29.3		96,286	13.6		706,873	100%				
53,096	41,457	6.0		194,786	28.0		97,368	14.0		695,162	100%				
47,981	37,173	6.3		165,906	28.1		80,203	13.6		590,367	100%				
46,818	38,246	6.9		157,124	28.1		73,889	13.2		558,654	100%				
40,532	34,013	7.3		129,235	27.7		56,934	12.2		466,210	100%				
46,150	39,512	7.8		136,458	27.9		59,875	11.8		506,752	100%				
517,386	354,518	5.7		1,795,868	28.5		762,080	12.1		6,304,576	100%				

Respondent's Exhibit 18

(597)

St. Louis & St. Louis County

STAG				HYDE PARK			
		Share of Market	% Change Previous Year		Share of Market	% Change Previous Year	
January 1954	271,563	35.4	- 11.2	1,630	.3	- 71.2	
February	290,324	34.7	- 10.5	1,505	.2	- 72.5	
March	336,166	35.4	- 9.4	1,895	.2	- 67.8	
April	350,607	32.8	- 9.5	1,586	.1	- 73.9	
May	345,346	32.2	- 21.6	1,846	.2	- 77.5	
June	412,638	29.1	- 28.1	1,532	.1	- 83.2	
July	306,086	21.2	- 46.7	1,040	.1	- 85.4	
August	280,106	21.9	- 31.7	643	.1	- 86.7	
September	259,430	21.2	- 39.9	716	.1	- 83.0	
October	235,680	22.4	- 36.3	478	.1	- 84.7	
November	224,322	22.9	- 29.2	175	.0	- 93.8	
December	239,631	21.7	- 37.2	66	.0	- 97.6	
TOTAL	3,551,899	26.9	- 27.3	13,112	.1	- 79.9	
January 1953	305,692	40.2	- 27.6	5,652	.8	- 84.3	
February	324,480	40.9	+ 14.2	5,473	.7	- 74.4	
March	370,992	41.1	+ 20.0	5,891	.6	- 72.0	
April	387,554	39.9	- 5.5	6,086	.6	- 77.1	
May	440,593	39.7	- 3.5	8,191	.8	- 71.8	
June	573,799	40.6	+ 6.0	9,138	.6	- 66.1	
July	574,212	40.0	+ 4.0	7,135	.5	- 71.9	
August	410,013	35.4	- 11.8	4,826	.4	- 74.1	
September	431,818	36.7	+ 2.5	4,200	.4	- 71.4	
October	370,180	34.7	- 6.2	3,118	.3	- 71.7	
November	316,646	35.8	- 8.8	2,806	.3	- 69.1	
December	381,855	35.6	- 6.2	2,706	.3	- 71.0	
TOTAL	4,887,834	38.1	- 2.4	65,222	.5	- 73.9	
January 1952	422,266	42.5	+ 21.6	37,134	3.7	+ 149.7	
February	284,014	41.9	- 16.3	21,376	3.2	+ 52.6	
March	309,093	41.4	- 22.1	21,061	2.8	+ 44.0	
April	410,274	40.6	+ 9.6	26,549	2.7	+ 12.8	
May	456,510	42.3	- 3.7	29,026	2.7	- 80.9	
June	541,069	42.7	+ 11.2	26,952	2.1	- 80.9	
July	552,311	41.6	+ 13.9	25,425	1.9	- 79.3	
August	464,730	40.6	- 8.3	18,633	1.6	- 82.7	
September	421,450	41.5	+ 11.4	14,689	1.4	- 78.5	
October	394,597	40.1	- 8.5	11,014	1.1	- 81.7	
November	347,205	40.8	- 5.9	9,083	1.0	- 80.7	
December	406,976	39.9	+ 16.7	9,320	.9	- 73.6	
TOTAL	5,010,495	41.3	+ 1.5	250,262	2.1	- 68.7	

Respondent's Exhibit 18

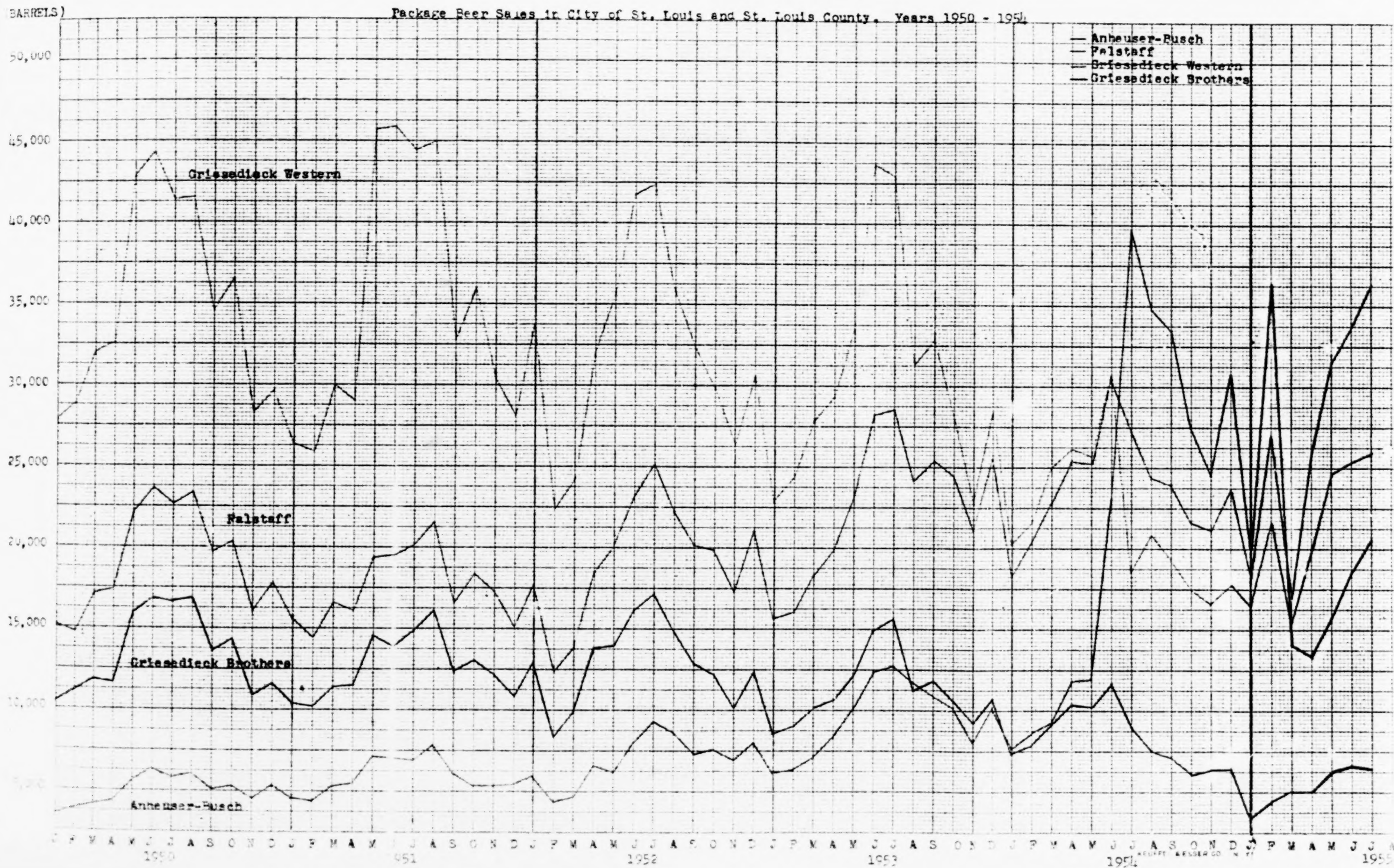
St. Louis & St. Louis County

		STAG		HYDE PARK	
		Share of Market	% Change Previous Year	Share of Market	% Change Previous Year
(598)					
January 1951	347,138	42.9	— 2.1	14,870	1.8
February	339,518	42.7	— 8.5	14,004	1.8
March	396,987	43.2	— 3.2	14,622	1.6
April	374,429	42.6	— 10.7	23,526	2.7
May	473,804	38.5	— 14.1	151,683	12.3
June	486,651	39.4	— 14.7	140,796	11.4
July	484,772	39.7	— 9.4	122,587	10.0
August	506,951	39.1	— 5.6	107,584	8.3
September	378,354	39.5	— 16.2	68,466	7.1
October	431,160	40.4	— 9.6	60,060	5.7
November	368,785	40.5	— 0.7	47,071	5.2
December	348,764	41.6	— 10.4	35,330	4.2
TOTAL	4,937,313	40.6	— 9.2	800,599	6.6
January 1950	354,472	44.0	+ 5.0	28,372	3.5
February	371,058	44.7	+ 14.1	27,166	3.3
March	409,899	44.2	+ 1.2	30,292	3.3
April	419,407	44.5	— 6.2	29,361	3.1
May	551,729	44.8	+ 5.8	36,401	3.0
June	570,500	43.6	+ 9.9	36,701	2.8
July	534,855	43.7	+ 2.8	33,704	2.8
August	537,179	43.3	— 2.8	31,791	2.6
September	451,480	43.6	+ 1.1	22,815	2.2
October	476,776	44.1	+ 23.1	23,833	2.2
November	371,267	43.3	— 7.9	16,321	1.9
December	389,397	42.5	— 9.2	17,430	1.9
TOTAL	5,438,019	43.9	+ 2.7	334,187	2.7
January 1949	337,706	42.4		53,269	6.7
February	325,134	40.6		55,191	6.9
March	405,084	41.7		62,479	6.4
April	447,266	44.5		60,488	6.0
May	521,601	42.5		75,177	6.2
June	519,207	40.5		74,122	5.5
July	520,205	41.4		63,557	5.1
August	552,786	41.7		62,230	4.7
September	446,523	44.6		44,815	4.5
October	387,308	42.3		38,247	4.2
November	403,124	42.7	+ 2.8	38,026	4.0
December	428,851	42.7	+ 4.4	38,612	3.9
TOTAL	5,294,815	42.3		666,213	5.3

(599)

November 1948	391,973	40.4		72,619	7.5
December	410,765	39.9		72,773	7.0

Respondent's Exhibit 19



Respondent's Exhibit 22-A/B

611)

St. Louis and St. Louis County (Draught Beer Sales)
1953

	GRIESEDECK BROTHERS			GRIESEDECK WESTERN			INDUSTRY TOTAL
	<i>Barrels</i>	<i>Share of Tot.</i>	<i>% Chg. Pr. Yr.</i>	<i>Barrels</i>	<i>Share of Tot.</i>	<i>% Chg. Pr. Yr.</i>	<i>Barrels</i>
January	3,428	17.9%	— 27.5	4,046	21.1%	— 26.4	19,140
February	3,489	17.6%	— 13.1	4,092	20.6%	— 14.0	19,831
March	3,787	17.3%	— 8.4	4,636	21.2%	— 8.2	21,868
April	3,922	17.1%	— 23.8	4,612	20.2%	— 23.5	22,857
May	4,181	17.2%	— 19.5	4,868	20.0%	— 22.2	24,342
June	4,954	16.3%	— 8.7	6,028	19.8%	— 10.3	30,390
July	5,074	16.8%	— 10.1	6,254	20.7%	— 10.8	30,196
August	3,999	15.3%	— 25.1	4,983	19.0%	— 24.5	26,207
September	4,197	15.9%	— 13.1	5,206	20.1%	— 8.1	25,838
October	3,791	15.9%	— 17.5	4,465	18.8%	— 19.9	23,783
November	3,274	16.1%	— 13.8	3,945	19.5%	— 10.0	20,285
December	3,463	15.7%	— 18.9	4,150	18.9%	— 15.1	21,989
TOTAL	47,459	16.6%	— 16.7	57,285	20.0%	— 16.3	286,726

Respondent's Exhibit 22

12)

**St. Louis and St. Louis County (Draught Beer Sales)
1954**

	GRIESEBACH BROTHERS			GRIESEBACH WESTERN			Label Tot.
	<i>Barrels</i>	<i>Share of Tot.</i>	<i>% Chg. Pr. Yr.</i>	<i>Barrels</i>	<i>Share of Tot.</i>	<i>% Chg. Pr. Yr.</i>	<i>Bar.</i>
January	2,719	15.8%	— 29.7	3,310	19.1%	— 18.2	112
February	2,865	15.5%	— 17.9	3,322	19.0%	— 13.9	181
March	3,115	15.0%	— 17.7	4,062	19.6%	— 12.4	207
April	3,305	14.8%	— 15.7	4,353	19.5%	— 5.6	220
May	3,059	14.3%	— 36.8	4,201	19.7%	— 13.7	211
June	3,384	13.2%	— 31.7	4,991	19.5%	— 17.2	257
July	3,295	12.3%	— 35.1	5,579	20.9%	— 10.8	267
August	2,938	12.7%	— 26.5	4,372	18.9%	— 12.3	211
September	2,736	12.3%	— 33.2	4,275	19.3%	— 17.9	222
October	2,367	12.1%	— 37.6	3,641	18.6%	— 18.5	193
November	2,154	12.0%	— 34.2	3,390	18.9%	— 15.1	179
December	2,166	11.7%	— 37.5	3,431	18.5%	— 17.3	185
TOTAL	34,103	13.4%	— 28.1	49,127	19.4%	— 14.2	2537

Respondent's Exhibit 24-A/B

(613)

[LETTERHEAD OF]

GRIESEDIECK BROS. BREWERY COMPANY

June 21st, 1954

To my G B Co-Workers:

I think you will be interested in the following statement that I issued to the newspapers today in connection with the Budweiser price cut.

It illustrates our conviction that our new G B is not afraid of competition on any grounds of price or quality—and that we are going to be bigger and better than ever in the future.

Here is what I told the newspapers—and what I am sure you agree with:

“We do not contemplate any price cut for G B beer.

“In fact, we are already giving our customers the best value in our 150 years of brewing. Just last March, we introduced an entirely new beer, using the costliest ingredients and the expensive natural carbonation process, that make G B compare favorably in quality, flavor and value with any beer in America—regardless of price. In order to give our customers greater value, we did not increase our price despite the increased cost of producing the new G B.

Respondent's Exhibit 24

"To protect the public and our own dealers, we deliberately cut production and sales of the old G B in the first quarter of this year, to reduce inventories in preparation for the introduction of the new G B. We publicly announced this policy of protecting our customers at a meeting of our Wholesalers on March 20th..

"Since the introduction of the new beer to the St. Louis market and the 10 midwestern states in which G B is distributed, sales have steadily improved and are currently well ahead of last year."

Cordially yours

Edw. J. Griesedieck

Edw. J. Griesedieck
President

ejg/fdb

Respondent's Exhibit 24

(614)

For your information here is a letter sent
to our own G. B. employees.

New G. B. is on the march *stronger*
than ever!

Edw. J. Griesedieck

Excerpts From Respondent's Exhibit 28
(615)

ANNUAL REPORT

TO STOCKHOLDERS

For the Year Ending

December Thirty-First, Nineteen Hundred and Fifty

FALSTAFF BREWING CORPORATION

(Incorporated in Delaware)

ST. LOUIS • OMAHA • NEW ORLEANS

• • •

(618)

March 10, 1951

TO THE STOCKHOLDERS:

• • •

During the year dividends of \$100,234 were paid to the holders of outstanding cumulative preferred stock, leaving available for surplus and dividends \$3,132,288 or \$1.74 per share to the holders of common stock.

As indicated in previous information to the stockholders, plans for the expansion of the New Orleans plant and additional storage capacity in Omaha are well under way and it is hoped that this construction will be completed by the

Excerpts From Respondent's Exhibit 28

end of 1951, or shortly thereafter. It has already been determined that upon the completion of this program substantial economies will be effected in production and delivery costs to our southern and southwestern markets. The cost of this building program is estimated to be about five million dollars of which approximately \$990,000 has already been paid, as of December 31, 1950.

(619)

• • •
• • •

In conclusion I wish to state that with the continuance of your Company's strong and forceful merchandizing program, Falstaff, "The Choicest Product of the Brewers' Art," will continue to be a dominating factor in the majority of our marketing areas.

Respectfully submitted,

ALVIN GRIESEDIECK
President

Excerpts From Respondent's Exhibit 29

(629)

A N N U A L R E P O R T

TO STOCKHOLDERS

For the Year Ending

December Thirty-First, Nineteen Hundred and Fifty-One

FALSTAFF BREWING CORPORATION

(Incorporated in Delaware)

ST. LOUIS • OMAHA • NEW ORLEANS

• • •

(633)

TO THE STOCKHOLDERS AND EMPLOYEES:

March 8, 1952

• • •

During the first quarter of 1952, we should see the completion of our seven-year program of plant expansion and redispotion of productive facilities which will give the company a record productive capacity of nearly 3,000,000 barrels a year and should result in an estimated savings of more than one million dollars annually through more efficient operation and lower distribution costs. This long-range program has embraced the expansion of three plants,

Excerpts From Respondent's Exhibit 29

one each in St. Louis, New Orleans, and Omaha, with total cost of the program in excess of \$8,500,000.

Under this plan, plant number two at St. Louis is being discontinued in the interest of economy and will be used as a warehouse. The net result of this program will be a total productive capacity of nearly double that of 1945.

During the year just passed, and again in line with our building for the future, we expanded considerably our advertising and merchandising (634) program in our entire sales area.

• • •

As to outlook, indications point to a continuing increase in Falstaff sales. While sales in the first half of 1951 were less than in the corresponding period of 1950, our total 1951 sales were ahead of those in 1950 and current demand indicates a continuing sales increase in 1952 over the year just ended. New markets are now under survey and analysis for possible development during the ensuing year.

• • •

Respectfully submitted,

ALVIN GRIESEDIECK
President

Excerpts From Respondent's Exhibit 29

(635)

THE YEAR IN REVIEW

Net sales of \$39,382,130 for Falstaff in 1951 were the highest in the company's history.

• • •

(637)

• • •

Premium Quality Falstaff Beer is now being sold in all or parts of twenty states. Extent of our sales area is shown in the map on this page. The hundreds of Falstaff distributors fan out over this area as front line troops in building good will, promoting, selling and delivering our product. They are backed by our own broad program of advertising in newspapers and magazines, on billboards, over radio and television and through point-of-sale displays reaching the beer drinker in taverns, groceries and package stores.

It must be kept in mind that our product sales are built on promotion and advertising and constant reminder to the public of product quality and service we have to offer. Selling, delivery and advertising costs are directly related to territory expansion and to the ever-increasing effort to extend and reach out for more sales.

To give one example of Falstaff's aggressive advertising program, the company in 1951 developed a major advertising project through its baseball network comprised

Excerpts From Respondent's Exhibit 29

of some 140 radio stations throughout its 20-state area. Through this network the Game-of-the-Day was delivered to the public in most of this area, and games played by the St. Louis Browns reached fans in that particular area. It has been found that this type of program appeals to the beer drinker, and has great weight because of its massive use of radio time, two and one-half hours a day, seven days a week during the baseball period.

(638)

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Final phases of Falstaff's seven-year program of plant expansion and redistribution of productive facilities in its three plant cities are the company's outstanding marks of progress in the year 1951. Completion of this program is expected during the spring of 1952.

Through this long-range program, Falstaff is attaining a productive capacity of 2,890,000 barrels per year, nearly double that which existed when the expansion was begun in 1945. Total cost of the expansion is in excess of \$8,500,000.

Work was completed last year at the company's plant number five in St. Louis, where annual capacity was increased from 500,000 to 650,000 barrels. It included construction of a new yeast room and power plant, expansion of the bottleshop, and installation of new storage and fermenting tanks and a new wort cooling tower. The program now is virtually completed at Falstaff's Omaha plant, with a new bottleshop, stockhouse, boiler and cooling tower, and installation of new brewing and power plant equip-

Excerpts From Respondent's Exhibit 29

ment. Annual capacity there--Nebraska's largest brewery--is 665,000 barrels.

Falstaff's New Orleans plant will have annual capacity of 1,100,000 barrels, or an increase of 350,000 barrels, with the now nearly completed expansion there. It is Louisiana's largest brewery. (639) The New Orleans program has included an addition to the bottling plant, doubling its capacity; addition of a unit to the brewhouse, increasing its capacity by 33 per cent; erection of an additional stockhouse and new warehouse, and installation of a new wort cooling tower and two new boilers.

Expansion of the New Orleans plant was required to serve Falstaff's rapidly growing southern market with greater efficiency and lower distribution costs. Previously, the demand in Texas, Louisiana, Mississippi and other southwestern and southeastern territory has been met in great part by shipments from St. Louis and Omaha, with the company having to absorb the freight differential of hundreds of thousands of dollars annually. The bulk of this production, plus that required for an additional potential demand, will now be supplied by the enlarged New Orleans plant, permitting the closing of one of our three St. Louis plants, number two, and its conversion to warehouse use. Plant number one, with its annual capacity of 475,000 barrels, and the previously mentioned plant number five will continue to supply the many distributors in the area contiguous to St. Louis.

Excerpts From Respondent's Exhibit 30

(647)

ANNUAL REPORT

TO STOCKHOLDERS

For the Year Ending

December Thirty-First, Nineteen Hundred and Fifty-Two

1 9 5 2

FALSTAFF BREWING CORPORATION

(Incorporated in Delaware)

ST. LOUIS, MO. • OMAHA, NEBR. • NEW ORLEANS, LA.

SAN JOSE, CALIF.

• • •

(651)

To the Stockholders and Employees:

The year 1952 for Falstaff was highlighted by an all-time record high in net sales and by continued plant and market expansion pointing the way to even greater records in years to come.

Net sales reached the peak of \$43,509,772, an increase of \$4,127,642 or 10 per cent above the former high of \$39,382,130 the year before.

• • •

Excerpts From Respondent's Exhibit 30

After provision for income taxes, net earnings amounted to \$3,285,173, an increase of 33 per cent over the \$2,457,119 of the preceding year.

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(652)

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These figures combine to reflect Falstaff's march of progress during 1952. Consistent with the policy of building for the future, 1952 marked completion of a major phase of expansion upon dedication last May of the South's largest brewery at New Orleans and the acquisition of a new West Coast plant in San Jose, California.

Falstaff's entry into the West Coast market opens a new chapter in the company's history of growth, and is another step in our long-range expansion program. The decision to take our product into California followed long and careful studies, both of market potentialities and of plant properties that would require a minimum of transformation to our modern equipment and production standards.

On December 15 your management consummated the purchase of Wieland's brewery from the Pacific Brewing & Malting Company. This plant, which had been completely modernized in 1949, thus became Falstaff Brewing Corporation's Plant Number Six.

Acquisition of this California plant was accomplished principally through a transfer of stock. The seller received 121,760 shares of common stock, newly issued, plus 39,560 shares of preferred purchased by your company

Excerpts From Respondent's Exhibit 30

on the open market at not over par value of \$16.50 per share. The new issue raised the outstanding to 1,922,516 within our total authorized of 2,000,000 shares.

Premium Quality Falstaff will be introduced to our new Northern California market about the time this report reaches its readers early in March.

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(655)

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The advertising phase of our marketing program has continued strong in the field of radio and television, in addition to the many other media. This hard-hitting punch of Falstaff over the air waves is continuing on into 1953.

It may be in order, at this time, to point out that the newly acquired plant at San Jose, California, cannot be expected to contribute substantially to our earnings during the ensuing year as it will take some time and considerable expense to create consumer demand for our product in this area. Your management is confident, however, that within a reasonable time Premium Quality Falstaff will take its place among the leading beers on the West Coast as it has in other markets.

In summary, the year 1952 has brought us through a period of tremendous growth and has given us unlimited momentum for progress on into the future.

Respectfully submitted,

ALVIN GRIESEDECK

President

March 7, 1953

Excerpts From Respondent's Exhibit 31

(666)

A N N U A L R E P O R T

TO STOCKHOLDERS

For the Year Ending

December Thirty-First, Nineteen Hundred and Fifty-Three

1 9 5 3

FALSTAFF BREWING CORPORATION

(Incorporated in Delaware)

ST. LOUIS, MO. • OMAHA, NEBR. • NEW ORLEANS, LA.

SAN JOSE, CALIF.

• • •

A N N U A L L E T T E R

FROM THE CHAIRMAN OF THE BOARD AND THE PRESIDENT

(671)

Falstaff's operations during 1953 resulted in the highest sales record in the company's history. Gross sales of \$85,237,723 compared with the previous high of \$64,032,902 in 1952.

Excerpts From Respondent's Exhibit 31

With \$26,253,093 in excise taxes deducted from gross sales, the 1953 figure for net sales stood at the all-time peak of \$58,984,630. Net sales, therefore, were up \$15,474,858 from the previous record of \$43,509,772 for 1952.

. . .

There has been no let-up in Falstaff's planned pattern for growth. Significant last year was the introduction of Premium Quality Falstaff in the California market. California sales rose from ninth place in March, when the product was first introduced, through succeeding positions to capture the fifth place for six months in 1953. This ten-month operation contributed sales of 326,315 barrels to the over-all company (672) total of 2,911,393 barrels and represented the maximum capacity of the plant. An expansion program begun in 1953 and scheduled for completion about May of this year should increase this plant capacity to about 450,000 barrels. Even this capacity will limit Falstaff sales to the northern half of the state.

During most of 1953, Falstaff beer was in short supply in practically all markets. Sales estimates for 1954 indicate that production will again be short of that required to adequately supply our needs in existing markets. Primarily with this problem in mind, your Management has been negotiating with representative of the Berghoff Brewing Corporation of Fort Wayne, Indiana. At this writing, these negotiations are nearing completion for the acquisition of the Berghoff brewing facilities under a ten-year lease agreement with an option to purchase at any time after the first six months. In addition to relieving

Excerpts From Respondent's Exhibit 31

the present production shortage, this brewery—with a production capacity of about 400,000 barrels—will enable Falstaff to open a few new markets in the Fort Wayne area—again building for the future.

• • •

(677)

• • •

Despite the fact that our industry has become more highly competitive year by year, Falstaff has continued to grow. Long-range planning has firmly entrenched Falstaff for the even keener competition ahead. At the same time Management would be unrealistic if it did not recognize the increasing problem of mounting costs. This is a problem common to all members of the brewing industry. An increase in price would be one answer, but this will be controlled to a great extent by competition within the industry.

• • •

FOR THE BOARD OF DIRECTORS:

ALVIN GRIESEDIECK

Chairman of the Board

JOSEPH GRIESEDIECK

President

(678)

From One Small Plant 20 Years Ago . . .

1917 Predecessor company of Falstaff Brewing Corporation was formed by the late "Papa Joe" Griesedieck, one of the nation's first graduate brewmasters and in whose family brewing had been a tradition since the 18th century.

Excerpts From Respondent's Exhibit 31

- 1920 Here began the more than a decade of Prohibition with this young company struggling, but surviving, with substitute products while many others closed their doors. Even during this period, faith in a future that would restore the legality of beer led to the acquisition of the already famous Falstaff name and trademark that were eventually to identify this business venture.
- 1933 The federal government's first permit to brew and sell beer after the repeal of Prohibition was issued to Falstaff. When beer went on sale, orders outstripped production and Plant No. 2 was leased and later purchased.
- 1935 Continually growing markets and sales areas necessitated further expansion and after painstaking research Plant No. 3 was acquired in Omaha. Modernized and expanded several times it is now the largest brewery in Nebraska.
- 1937 Falstaff's acquisition of Plant No. 4 in New Orleans made possible the company's rapid sales strides in the South and Southwest. Today the largest brewery in the South, Plant No. 4 annual production topped one million barrels in 1953.
- 1944 While working under wartime production restrictions, Falstaff management blueprinted a far-sighted \$8,500,000 expansion and modernization plan to more than double the company's production. Its fulfillment kept Falstaff abreast of the industry in the crucial post-war years.

Excerpts From Respondent's Exhibit 31

1948 As a part of the post-war expansion program, Falstaff acquired Plant No. 5 in St. Louis, modernized and expanded its facilities to augment production from the then two other St. Louis plants.

1952 With the purchase of Plant No. 6 in San Jose, Cal., Falstaff forged another link in its growing chain of breweries and paved the way for coast-to-coast distribution of Premium Quality Falstaff.

1953 With wider distribution and higher production than ever before in Falstaff history, the company achieved the highest sales record since its founding. Additional expansion possibilities were explored and plans were laid for production to reach "3,000,000 and more in '54."

**...to Five Modern Plants and among the Nation's
Six Largest in 1953!**

Excerpts From Respondent's Exhibit 32

(686)

1 9 5 4

A N N U A L R E P O R T

• • •

(689)

FALSTAFF BREWING CORPORATION

A N N U A L L E T T E R

TO THE STOCKHOLDERS:

During the year just ended Falstaff's sales reached an all-time-high of 3,289,906 barrels, exceeding by 13 per cent barrelage sales of 1953. The year was also characterized by expansion of sales territories and the acquisition of a plant in Fort Wayne, Indiana, your company's sixth production unit.

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(690)

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Intense competition continues in the brewing industry and this situation has been sharpened by some brewing firms which have increased capacity without proportionate increases in sales, and by a general industry-wide increase

Excerpts From Respondent's Exhibit 32

in capacity without an industry-wide increase in sales. Recognizing this trend, your management early in 1954 put into effect the most extensive advertising and sales campaign in Falstaff's history in order to keep the company in a competitive situation in established areas and to expand sales into new markets.

• • •

It is the management's firm belief, however, that these expenditures have strengthened Falstaff's position in the industry as we continue to build for the future. In certain of our marketing areas, where the competitive situation has permitted, some price increases have recently been made which should help offset these constantly rising costs. It is highly doubtful, however, that any general price increase will be possible in 1955.

• • •

With vast areas of population yet untouched, with oncoming increases in adult population, with a lead on the industry in our decentralized operation and with production and sales at all-time peak efficiency, your company's outlook is regarded by management as favorable.

FOR THE BOARD OF DIRECTORS:

ALVIN GRIESEDIECK
Chairman of the Board

JOSEPH GRIESEDIECK
President

Excerpts From Respondent's Exhibit 32

(691)

1954 IN REVIEW

The record-breaking sale of a total of 3,289,906 barrels of Premium Quality Falstaff during the calendar year of 1954 resulted in gross sales of \$97,466,570 as compared with the previous high of \$85,237,723 in 1953.

After deduction of \$29,645,885 for excise taxes, net sales were \$67,820,685 or 15 per cent higher than the previous peak which was reached last year.

(693)

On April 12, 1954, Falstaff officially became a corporate citizen of Fort Wayne, Indiana, with the signing of a 10-year lease with option to buy the plant facilities of the Berghoff Brewing Corporation. Terms of the Berghoff lease provide for payments of \$150,000 annually.

At the time of acquisition, the plant was in fairly good condition but extensive modernization and rehabilitation were necessary to match the unit with the high standards of equipment and operation in Falstaff's five other plants.

Brewing facilities were the first to be renovated and placed in operating condition so the brewing and aging of Premium Quality Falstaff could begin with a minimum of delay.

Excerpts From Respondent's Exhibit 32

Of the 3,289,906 barrels sold by Falstaff in 1954, 245,259 barrels came from the Fort Wayne plant which started releasing beer in the early summer. Beer from this plant went partly into new market areas, but the bulk of shipments went into established Falstaff sales areas.

In addition to the Fort Wayne rehabilitation, Falstaff further modernized and added (694) to the efficiency of plants in St. Louis, Omaha, New Orleans and San Jose in an all-out effort to keep capacity ahead of the ever-increasing demand.

• • •

In August, Falstaff announced the formation of the new Mountain Division with headquarters in Denver. Taking in parts of both the Southwestern and Midwestern Divisions, the new division covers Wyoming, Colorado, Arizona, New Mexico and the El Paso, Texas, market. The reorganization was made to effect a more direct contact with existing markets in the mountain states and to allow a more concentrated sales and advertising effort within a smaller area.

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(695)

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O U T L O O K

A review of 1954 brings into focus a number of factors which have important bearing on the future of the company. While these factors are not in themselves full proof of what the future holds, and although they do not stand alone in determining the company's (696) outlook, they neverthe-

Excerpts From Respondent's Exhibit 32

less are, under present circumstances, keys to understanding the company's potentialities.

Multiple-plant Operation—Because Falstaff pioneered multi-plant operation in the brewing industry 22 years ago, it has a distinct advantage over breweries which have just recently branched out from single units and are now encountering unexpected difficulties. Falstaff is also at an advantage because there is no single unit possessing large, unused capacity. The decentralized operation enables the company to employ the shortest possible transportation distances in the distribution of its product.

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(697)

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Market Potential'—Latest unofficial figures, published prior to the writing of this report, indicate Falstaff moved from sixth to fifth position in the industry in 1954. This was accomplished even though the company's sales area includes only 36 per cent of the population. Already a top volume producer, the company still has tremendous potential in the 64 per cent who do not yet have Premium Quality Falstaff available to them. The company's demonstrated ability to enter new markets and within a short time attain a strong foothold is well known in the industry. In addition, sales have continued to increase in established markets, with many distributors showing exceptional gains during the year just past.

• • •

While sales of most of the major breweries remained static or declined in 1954, Falstaff continued to grow. Only the dynamic breweries will be able to capitalize on the future potential.

Excerpts From Respondent's Exhibit 33

(706)

[LETTERHEAD OF]

FALSTAFF BREWING CORPORATION

QUARTERLY REPORT TO THE STOCKHOLDERS

ENDING MARCH 31, 1954

Dear Stockholder:

. . .

The first quarter continued to reflect Falstaff's upward trend in sales, with net sales of \$13,440,272 after deducting the charge for excise taxes, as compared to \$9,984,046 in the corresponding quarter of last year. Barrelage increased from 512,815 barrels last year to 658,589 barrels for the first quarter this year.

. . .

The first quarter of this year produced unaudited earnings of \$1,119,333 before income taxes, as compared to \$763,735 for the same quarter a year ago. Net income after provision for income taxes advanced to \$559,633 against the \$366,535 a year ago. Net earnings for this quarter figure at 28 cents per share of common stock, compared with 17 cents in the first quarter of 1953.

. . .

Of significance in Falstaff's continued growth since the last official report to stockholders, the previously announced

Excerpts From Respondent's Exhibit 33

proposal for taking over facilities of the Berghoff Brewing Corporation at Fort Wayne, Indiana, has been carried out. On April 12, that plant with a rated capacity of 400,000 barrels was acquired on the basis of a 10-year lease with option to purchase.

• • •

This sixth plant in our operation is generally well equipped with necessary rehabilitation confined mainly to the bottling operation. This rehabilitation already is in progress, the principle item being the installation of a modern, high speed can filling line. Brewing and aging of Premium Quality Falstaff have also begun. Since a Premium Quality beer requires an extensive aging period, Falstaff will not be ready to be shipped out of the Fort Wayne plant until sometime in June. Primarily, production from this unit will serve to relieve our supply shortage in present territories, but at the same time some new markets in Indiana, Michigan and Ohio are being developed this year.

• • •

Sincerely,

JOSEPH GRIESEDIECK
President.

Excerpts From Respondent's Exhibit 34

(710)

[LETTERHEAD OF]

FALSTAFF BREWING CORPORATION

QUARTERLY REPORT TO THE STOCKHOLDERS

ENDING JUNE 30, 1954

Dear Stockholder:

• • •

Net sales of \$18,987,763 for the three month period ending June 30, 1954 were the highest for any quarter in the history of the company, and represent an increase of 16 per cent over the \$16,381,445 for the corresponding quarter a year ago.

Unaudited earnings for the second quarter of 1954, before provision for income taxes, were \$2,148,736, compared to \$1,874,256 for the same quarter a year ago. Net income after provision for income taxes amounted to \$1,074,336, compared to \$899,656 for the second quarter of last year.

• • •

Barrelage for the first six months increased from 1,318,955 last year to 1,571,377 barrels this year. Falstaff recorded the largest sales month in its history in June of this year when it shipped a total of 346,386 barrels.

As reported to you in my last letter, brewing and aging of Premium Quality Falstaff at Plant No. 7 in Ft. Wayne

Excerpts From Respondent's Exhibit 34

was started early this spring and shipments out of this plant began in the first part of June. While this new acquisition added to over-all company sales in June, the higher costs connected with the first month of operation, together with the initial expenses incurred in launching an extensive sales and advertising program in the new markets, had some effect on earnings for this period.

• • •

The sales outlook for Falstaff for the balance of the year is a very favorable one, and in spite of additional non-recurring charges against income occasioned by the heavy rehabilitation program and initial marketing expenses in the Fort Wayne operation, your management feels that earnings for the last six months should also continue to be favorable.

Sincerely,

JOSEPH GRIESEDIECK
President

Excerpts From Respondent's Exhibit 35

(714)

[LETTERHEAD OF]

FALSTAFF BREWING CORPORATION

QUARTERLY REPORT TO THE STOCKHOLDERS

ENDING SEPTEMBER 30, 1954

Dear Stockholder:

. . .

Falstaff's sales picture continued to improve during the quarter ending September 30 with net sales, less Federal excise taxes, totaling \$19,984,325. This compares with \$18,341,476 for the same quarter a year ago. Net sales, after Federal excise taxes, for the first nine months were \$52,412,360, an increase of 17 per cent over the same period in 1953.

. . .

For the first nine months of 1954 the per share earnings amounted to \$1.42 as compared with \$1.31 for the same period a year ago.

As pointed out in the report for the preceding quarter, operating costs, particularly wages and marketing, have continued to increase. The highly competitive nature of the brewing industry today has prevented any appreciable increase in price to help offset these rising costs.

. . .

It is the firm conviction of your management that Falstaff's policy of expansion will continue to be a vital factor in the strengthening of the position of this company in the brewing industry.

Sincerely,

JOSEPH GRIESEDIECK
President

Excerpts From Respondent's Exhibit 36

(718)

[LETTERHEAD OF]

FALSTAFF BREWING CORPORATION**QUARTERLY REPORT TO THE STOCKHOLDERS****ENDING MARCH 31, 1955**

Dear Stockholder:

• • •

Gross sales amounted to \$22,054,837 for the quarter as compared to \$19,376,026 in the same period last year. After deduction of federal excise taxes, net sales reached \$15,341,027, an increase of 14 per cent over \$13,440,272 for the same quarter of 1954. First quarter barrelage sales increased to 745,420 from the 658,589 of last year—a rise of 13 per cent.

Included in the 1955 first quarter sales totals is production from the Fort Wayne plant which was not represented in the operation a year ago. It should be pointed out, however, that a large percentage of the new plant's production went into areas served last year by other Falstaff plants, reflecting the continued rise of sales in established territories, as well as increases through the opening of new markets.

• • •

With the demand for Premium Quality Falstaff at an all-time high, your management views the coming months with considerable confidence.

Sincerely,

JOSEPH GRIESEDEICK
President

Excerpts From Respondent's Exhibit 37

(722)

[LETTERHEAD OF]

FALSTAFF BREWING CORPORATION**QUARTERLY REPORT TO THE STOCKHOLDERS****ENDING JUNE 30, 1955**

Dear Stockholder:

. . .

The continued upward trend in Falstaff sales establishes both the second quarter and first half of 1955 as the highest such periods in company history. Net sales of \$21,616,585 for the second quarter amount to an increase of 14 per cent over the \$18,987,763 for the corresponding quarter a year ago.

Unaudited net earnings (after provision for income taxes) for the second quarter of 1955 amounted to \$1,342,375, or 70 cents per share. This compares with second quarter earnings of a year ago of \$1,074,336, or 55 cents per share.

For the first half of 1955, net sales totaled \$36,957,612, against \$32,428,035 in the like period of 1954, for an increase of 14 per cent. Unaudited earnings, after taxes, totaled \$1,829,521 for the six months, against \$1,633,969 a year ago.

. . .

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Excerpts From Respondent's Exhibit 37

Barrelage sales of 1,772,364, compared to 1,541,377 in the first half of 1954, reflect not only the production of the latest plant addition at Fort Wayne, but also the stepped-up production at each of Falstaff's five other plants to keep pace with the company's continuous drive in advertising promotion and territory development. June of this year reached a record high in monthly barrelage sales of 383,914.

. . .

The opening of the state of North Dakota, currently in progress with the appointment of several new distributors, is cited as a significant step in Falstaff's continuing program of expanding marketing areas. With demand for Premium Quality Falstaff continually increasing in all markets, present production facilities are being stretched to full capacity. Although additional new sales areas are being studied, our capacity problem precludes the opening of any such major sales areas this year.

With continuation of normal weather for the high selling months ahead, your management feels that Falstaff's outlook for the balance of 1955 is an optimistic one. Moreover, *it is your management's firm belief that Falstaff's dedicated program of expansion during the past few years is now beginning to pay dividends and must be continued if we are to offset our continually tougher competition on the one hand and our steadily increasing costs on the other.*

Sincerely,

JOSEPH GRIESEDEICK
President

Respondent's Exhibit 38

(726)

[LETTERHEAD OF]

FALSTAFF BREWING CORPORATION

July 7, 1954

**TO: ALL DRIVERS AND CITY SALES PERSONNEL,
CITY OF ST. LOUIS**

Although the official figures are not as yet available, it is my understanding that Falstaff in June sold approximately 420,000 cases in St. Louis City and County.

I would like to take this opportunity to congratulate all of you on the attainment of this new record, for this marks the largest number of cases ever sold by Falstaff in St. Louis City and County in the month of June. This record has been achieved in spite of a price cut on the part of Anheuser-Busch and I am confident that the same competitive spirit which enabled you to attain this goal in June will enable you to surpass it in July! I fully realize that Anheuser-Busch's pricing policies in this market have made your job that much tougher, but at the same time Falstaff has always thrived and prospered when the competition was toughest and I know we will continue to do so!

It might interest you to know that in June Falstaff also had the largest month in its history in the cities of New Orleans, Houston and many of its other major markets. Over-all company sales of close to 350,000 barrels in June also set a new record.

Sincerely yours

Joseph Griesedieck

Joseph Griesedieck

JG:bj

Respondent's Exhibit 39

(727)

[LETTERHEAD OF]

GRIESEDIECK WESTERN BREWERY COMPANY

September 23, 1954

TO OUR STAG CUSTOMERS:

The public announcement that the Directors of the Griesedieck Western Brewery Company have voted to recommend to shareholders the sale of the company's assets to the Carling Brewing Company of Cleveland, Ohio, enables me to discuss with you personally the significance of this decision.

For several years it has been very clear that continued progress in the brewing industry would be made only by companies with multiple plants well located throughout the country.

As you know, Griesedieck Western Brewery Company has been and is a most successful company. Our Stag Beer enjoys in Missouri, Illinois and the neighboring states a position equalled by few beers anywhere in the country. We have felt, however, that such a position was no longer sufficient in itself to withstand the intense competitive pressures of the brewing industry as they have developed in recent years.

Accordingly, for some time we have been considering the alternatives of building or acquiring plants in other parts of the nation or seeking ways to merge this company with some other brewing company already in possession of such facilities.

Respondent's Exhibit 39

This being the case, we were most interested to consider the offer of the Carling Brewing Company. The Carling record for progress has been one of the spectacular success stories of the industry. The Carling management enjoys the highest reputation for integrity and successful market development. They have assured us that it is their intention, if their offer is accepted, to use their resources to intensify the advertising and sales of Stag Beer. They are tremendously impressed with the popularity of the Stag brand and have no intention of changing it in any way.

I am sure you will agree that the addition of this Carling effort to the established reputation we have achieved with Stag Beer will greatly benefit our friends in the retail business.

I want to take this opportunity to thank you for the loyal support you have given us, and sincerely hope that you will continue to serve Stag Beer, both bottle and draught, with pride and profit for many years to come.

Cordially yours,

GRIESEDIECK WESTERN BREWERY COMPANY

Edward D. Jones

Edward D. Jones

Chairman of the Board

EDJ:ms

Respondent's Exhibit 40

(729)

[COPY]

September 23, 1954

TO OUR STAG BEER DISTRIBUTORS:

You have undoubtedly heard from outside sources that the Carling Brewing Company of Cleveland, Ohio has offered to purchase the assets of the Griesedieck Western Brewery Company.

Naturally, I would have preferred to advise you of this development personally, but such a course would have been improper until positive action was taken by the Directors of this company. At a meeting of the Board of Griesedieck Western Brewery Company today, it was voted to recommend that the shareholders accept the offer of the Carling Brewing Company. If the shareholders accept this recommendation, the sale will be completed on November 1st, 1954.

This decision was reached after a careful study of the conditions and trends of the brewing industry clearly indicated that such a course would be in the best interest of our shareholders, our employees, our distributors and our retailers.

It has been apparent to us for several years that future growth in this industry will be in the hands of brewing companies with multiple plants, strategically located throughout the country.

Accordingly, for some time we have been considering the alternatives of building or acquiring plants in other parts of the nation, or seeking ways to merge this Com-

Respondent's Exhibit 40

pany with some other brewing company already in possession of such facilities.

This being the case, we were most interested to consider overtures made to us by the Carling Brewing Company. Carling's record and reputation are well known. Their progress in the past six years has been one of the spectacular success stories of the brewing industry. Their management is held in highest esteem for integrity and sound policies.

(730)

The Carling management has assured me that if their offer is accepted, it is their intention to retain and vigorously support the Stag brand, and to devote the surplus capacity of the Griesedieck Plants to the development of Carling's Red Cap Ale and Black Label Beer in the mid-western, Southwestern and southern areas. They are, of course, tremendously impressed with the popularity of the Stag brand, both bottle and draught, and have no intention of changing it in any way.

It is obvious that the addition of Carling resources and promotion to the established reputation we have achieved will benefit all of you who have worked with us these many years.

I want to take this opportunity to thank you for the support you have given us, and assure you that one of the major considerations behind our decision was your future interest. I believe we have served your interest in recommending the acceptance of the Carling offer.

Cordially yours,

GRIESEDIECK WESTERN BREWERY COMPANY

Edward D. Jones

Chairman of the Board

Excerpts From Respondent's Exhibit 43

(756)

ANNUAL REPORT

TO

SHAREHOLDERS

For the Year Ended

December 31, 1950

GRIESEDIECK WESTERN BREWERY COMPANY

Belleville, Illinois St. Louis, Missouri

* * *

(759)

February 6, 1951

**TO THE SHAREHOLDERS OF THE
GRIESEDIECK WESTERN BREWERY COMPANY:**

* * *

Your Company's earnings for the year 1950 are \$2,283,-675.45 after taxes. This compared with \$2,954,413.04 for the year 1949 or \$3.45 per share as compared to \$4.50 per share for the year 1949 after the payment of Preferred dividends. This represents a decline in 1950 as compared to 1949 and can be attributed in the main to several factors as follows:

1—Increased manufacturing costs due to higher wages and salaries, together with advances in the cost of materials and supplies.

2—Higher selling and advertising costs made necessary by more active competition.

Excerpts From Respondent's Exhibit 43

3—Adverse weather conditions over a large portion of your Company's marketing areas, particularly in the months of July, August, September and December, which are usually peak volume periods.

4—The increase in the corporation income tax rates.

The total brewing industry consumption figures indicate a general decline in volume as compared to 1949. Our Company's sales of STAG Beer were in excess of sales of STAG Beer in 1949, and denote a continued demand and consumer acceptance of our STAG Beer—"America's Finest Dry Beer."

Our sales volume of HYDE PARK Beer, brewer's dried grain and brewer's yeast were less than in 1949.

• • •

(760)

The Company's working capital improved further during the year. At December 31, 1950 current assets totaled \$6,684,820.46, against current liabilities of \$827,561.74, a net working capital of \$5,857,318.72. This reflects the strongest position in the Company's history, with adequate resources to meet the Company's increased sales volume and expansion program.

• • •

Respectfully submitted,

Edward D. Jones.

Excerpts From Respondent's Exhibit 43

[61)

BALANCE SHEET DECEMBER 31, 1950

GRIESEBIECK WESTERN BREWERY COMPANY

ASSETS

CURRENT ASSETS

Cash	\$ 1,441,746.41	
United States Treasury Bills	2,790,400.00	
United States Bonds	183,540.00	
Accounts and Notes Receivable	609,263.91	
Revenue Stamps on Hand	226,638.62	
Inventory of Products and Materials	1,393,499.98	
Cash Value—Life Insurance Policies	39,731.54	
<hr/>		
Total Current Assets		\$ 6,684,820.46
Bottles Out with Trade		872,728.80
Investments—Capital Stock of St. Louis Brewers' Yeast Corp.		10,000.00

FIXED ASSETS

Land, Buildings and Equipment	\$10,756,614.31	
Less—Reserve for Depreciation	2,827,746.85	
<hr/>		
		7,928,867.46
Deferred Charges		134,298.93
<hr/>		
Total Assets		\$15,630,715.65

Excerpts From Respondent's Exhibit 42

(762)

LIABILITIES AND CAPITAL**CURRENT LIABILITIES**

Accounts Payable		\$	536,179
Accrued Taxes and Wages			241,875
Customers' Credit Balances			538,500
Funds of Employees Held for Purchase of U. S. Bonds			3,672
Preferred Dividend Declared			18,560
Federal and State Income Taxes	\$ 1,664,596.99		
Less—U. S. Treasury Tax Notes and Accrued Interest	1,641,980.00		22,617

Total Current Liabilities	\$	827,507
Customers' Deposits for Containers		921,657
Reserve for Unpresented Checks		41,000
Real Estate Mortgage		4,000

Total Liabilities	\$	1,753,564
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CAPITAL STOCK

Preferred 5% Cumulative Convertible Authorized, Issued and Outstanding 49,496 Shares \$30.00 Par Each	\$ 1,484,880.00		
Common—Authorized 750,000 Shares Par Value \$2.00 Per Share			
Outstanding—640,000 Shares	1,280,000.00		2,764,880

SURPLUS

Capital	\$ 3,959,970.71		
Earned	7,152,294.38		

Total Surplus		11,112,265
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Total Liabilities and Capital	\$15,630,719
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Excerpts From Respondent's Exhibit 43

(763)

STATEMENT

OF INCOME, EXPENSES AND SURPLUS
YEAR ENDED DECEMBER 31, 1950

Net Income From Sales	\$ 9,273,425.80
Selling, Administrative and General Expenses	5,482,809.67
	<hr/>
Profit on Operations	\$ 3,790,616.13
Excess of Other Income over Other Expenses	156,624.02
	<hr/>
Net Income Before Income Taxes	\$ 3,947,240.15
Deduct—Federal, Missouri State Income and St. Louis City Earnings Taxes	1,663,564.70
	<hr/>
Final Net Profit	\$ 2,283,675.45
Add—Earned Surplus Beginning of Year	\$6,033,793.98
Add—Adjustments for Prior Year	317,636.81
	<hr/>
	6,351,430.79
	<hr/>
	\$ 8,635,106.24
Less Dividends Paid and Declared	
Preferred Stock Paid and Declared	\$ 74,644.85
Common Stock Paid in Cash	1,408,167.00
	<hr/>
	1,482,811.86
	<hr/>
Earned Surplus—End of Year	\$ 7,152,294.38
	<hr/>

Excerpts From Respondent's Exhibit 44

(768)

ANNUAL REPORT

TO

SHAREHOLDERS

For the Year Ended

December 31, 1951

GRIESEDIECK WESTERN BREWERY COMPANY
 Belleville, Illinois St. Louis, Missouri

• • •

(771)

February 6, 1952

TO THE SHAREHOLDERS OF THE GRIESEDIECK WESTERN BREWERY COMPANY:

• • •

Your Company's earnings for the year 1951 are \$1,321,527.05 after taxes. This compared with \$2,283,675.45 for the year 1950 or \$1.95 per share as compared to \$3.45 per share for the year 1950 after the payment of Preferred dividends. This represents a decline in 1951 as compared to 1950.

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(772)

• • •

Respectfully submitted,

Edward D. Jones,
 President.

Excerpts From Respondent's Exhibit 44

(773)

BALANCE SHEET DECEMBER 31, 1951

GRIESEMEIER WESTERN BREWERY COMPANY

ASSETS

CURRENT ASSETS

Cash	\$ 1,448,375.10	
United States Treasury Bills	1,792,692.00	
United States Bonds and Notes (\$700,000.00 due Sept., 1953)	1,003,823.38	
Accounts and Notes Receivable	677,730.99	
Revenue Stamps on Hand	312,097.10	
Inventory of Products and Materials	1,687,415.48	
Cash Value—Life Insurance Policies	42,926.50	
<hr/>		
Total Current Assets		\$ 6,965,060.55
Bottles and Cases Out with Trade		984,265.80
Investments—Capital Stock of St. Louis Brewers' Yeast Corp.		10,000.00

FIXED ASSETS

Land, Buildings and Equipment	\$10,653,894.60	
Less—Reserve for Depreciation	2,980,849.58	
<hr/>		
		7,673,045.02
Deferred Charges		120,587.92
<hr/>		
Total Assets		\$15,752,959.29

Excerpts From Respondent's Exhibit 44

(774)

LIABILITIES AND CAPITAL**CURRENT LIABILITIES**

Accounts Payable		\$ 423,500.71
Accrued Taxes and Wages		316,608.4
Customers' Credit Balances		13,927
Funds of Employees Held for Purchase of U. S. Bonds		3,011.2
Preferred Dividend Declared		18,560.00
Federal and State Income Taxes	\$ 1,385,933.31	
Less—U. S. Treasury Tax Notes and Accrued Interest	1,372,417.00	13,516.1
Real Estate Mortgage		2,000.00
Total Current Liabilities		\$ 791,125.8
Customers' Deposits for Containers		1,052,047.8
Total Liabilities		\$ 1,843,173.6

CAPITAL STOCK

Preferred 5% Cumulative Convertible Authorized, Issued and Outstanding 49,491 Shares \$30.00 Par Each	\$ 1,484,730.00	
Common—Authorized 750,000 Shares Par Value \$2.00 Per Share		
Outstanding—640,000 Shares	1,280,000.00	2,764,730.00

SURPLUS

Capital	\$ 3,959,980.71	
Earned	7,185,077.83	

Total Surplus 11,145,058.54

Total Liabilities and Capital \$15,752,959.94

Excerpts From Respondent's Exhibit 44

(775)

STATEMENT

OF INCOME, EXPENSES AND SURPLUS
YEAR ENDED DECEMBER 31, 1951

Net Income From Sales	\$ 8,490,038.67
Selling, Administrative and General Expenses	5,976,532.80
Profit on Operations	\$ 2,513,505.87
Excess of Other Income over Other Expenses	194,017.99
Net Income Before Income Taxes	\$ 2,707,523.86
Deduct—Federal and Missouri State Income Taxes	1,385,996.81
Final Net Profit	\$ 1,321,527.05 ✓
Add—Earned Surplus Beginning of Year	\$7,152,294.38
Add—Adjustments for Prior Year	65,497.40
	7,217,791.78
	\$ 8,539,318.83
Less Dividends Paid and Declared	
Preferred Stock Paid and Declared	\$ 74,241.00
Common Stock Paid in Cash	1,280,000.00
	1,354,241.00 ✓
Earned Surplus—End of Year	\$ 7,185,077.83

Excerpts From Respondent's Exhibit 45

(780)

ANNUAL REPORT

TO

SHAREHOLDERS

For the Year Ended

December 31, 1953

GRIESEDIECK WESTERN BREWERY COMPANY
Belleville, Illinois St. Louis, Missouri

• • •

(783)

February 12, 1954

TO THE SHAREHOLDERS OF THE
GRIESEDIECK WESTERN BREWERY COMPANY:

• • •

I am happy to report we again exceeded all previous years with total sales to our customers of \$31,842,211. This exceeded last year by 4.87 per cent. Our sales, on a barrelage basis, have more than kept pace with the brewing industry. The industry reports barrelage sales about 2.18 per cent higher than 1952.

• • •

Excerpts From Respondent's Exhibit 45

The Company's working capital continues to be satisfactory. At the year end our current assets, including \$4,599,103 in cash and United States Treasury bills, amounted to \$7,567,618 against current liabilities of \$980,709, a net working capital of \$6,586,909. The current ratio is 7.7 to 1. This strong current position permits us to meet the challenge of aggressive competition felt throughout our sales territories. Also, it enables us to consider any expansion, acquisitions or mergers that will further our interests. However, to date, our directors have not found anything of this character that they could seriously recommend.

• • •

(784)

• • •

We believe that the future holds promise for the further growth of packaged beer, both in bottles and cans. The industry reports about 75 per cent packaged beer and 25 per cent draught beer. We are currently running about 86 per cent packaged beer and 14 per cent draught beer.

• • •

Respectfully submitted,

Edward D. Jones,
Chairman of the Board

Excerpts From Respondent's Exhibit 45

(785)

CONSOLIDATED BALANCE SHEET DECEMBER 31, 1954

GRIESEDIECK WESTERN BREWERY COMPANY AND
WHOLLY OWNED SUBSIDIARY

ASSETS

CURRENT ASSETS

Cash	\$ 1,709,738.62
United States Treasury Bills	2,889,364.00
United States Bonds and Notes (\$700,000.00 due Sept., 1954)	706,343.30
Accounts and Notes Receivable	799,593.66
Revenue Stamps on Hand	181,235.06
Inventory of Products and Materials	1,231,842.18
Cash Value—Life Insurance Policies	49,501.01

Total Current Assets	\$ 7,567,615.82
Bottles and Cases Out with Trade	1,037,018.90
Investments—Capital Stock of St. Louis Brewers' Yeast Corp.	10,000.00

FIXED ASSETS

Land, Buildings and Equipment	\$11,155,539.46
Less—Reserve for Depreciation	3,823,656.69

	7,331,882.77
Deferred Charges	155,069.77

Total Assets	\$16,101,588.36
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Excerpts From Respondent's Exhibit 45

(86)

LIABILITIES AND CAPITAL**CURRENT LIABILITIES**

Accounts Payable	\$	396,139.10
Accrued Taxes and Wages		294,924.18
Customers' Credit Balances		10,008.12
Funds of Employees Held for Purchase of U. S. Bonds		2,667.21
Common and Preferred Dividend Declared		258,021.83
Federal and State Income Taxes	\$	1,143,057.80
Less—U. S. Treasury Tax Notes and Accrued Interest		1,124,109.50
		18,948.30
Total Current Liabilities	\$	980,708.74
Customers' Deposits for Containers	\$	1,084,118.42
Total Liabilities	\$	2,064,827.16

CAPITAL STOCK

Preferred 5% Cumulative Convertible Authorized, Issued and Outstanding 48,051 Shares \$30.00 Par Each	\$	1,441,530.00
Common—Authorized 750,000 Shares Par Value \$2.00 Per Share		
Outstanding—640,000 Shares		1,280,000.00
		2,721,530.00

SURPLUS

Capital	\$	3,963,576.96
Earned		7,351,654.50
Total Surplus		11,315,231.46
Total Liabilities and Capital		\$16,101,588.62

Excerpts From Respondent's Exhibit 45

(787)

CONSOLIDATED STATEMENT OF INCOME, EXPENSES AND
SURPLUS YEAR ENDED DECEMBER 31, 1953

Net Income From Sales	\$ 7,746,588.91
Selling, Administrative and General Expenses	5,822,844.41
Profit on Operations	\$ 1,923,744.50
Excess of Other Income over Other Expenses	175,511.77
Net Income Before Income Taxes	\$ 2,099,256.27
Deduct—Federal and Missouri State Income Taxes	1,133,947.91
Final Net Profit	\$ 965,308.36
Add—Earned Surplus Beginning of Year	7,418,557.83
	\$ 8,383,866.19
Less Dividends Paid and Declared	
Preferred Stock Paid and Declared \$ 72,228.56	
Common Stock Paid and Declared 960,010.51	
	1,032,239.07
Earned Surplus—End of Year	\$ 7,351,627.12

Excerpts From Respondent's Exhibit 46

(792)

[LETTERHEAD OF]

GRIESEDIECK WESTERN BREWERY COMPANY

October 1, 1954

**TO THE SHAREHOLDERS OF GRIESEDIECK WESTERN
BREWERY COMPANY:**

Enclosed herewith you will find notice of a special meeting of shareholders to be held on Monday, October 25, 1954, together with a form of proxy and accompanying proxy statement. The special meeting of shareholders has been called to consider and vote upon a proposal to sell the Company's brewery assets to Carling Brewing Company Incorporated of Cleveland, Ohio, and, if this proposal is approved by the shareholders, to vote upon an amendment to the Company's charter changing its corporate name from Griesedieck Western Brewery Company to The Griesedieck Company.

The enclosed proxy statement contains detailed information regarding the proposal to sell the Company's assets. Briefly, under the agreement of sale Carling will purchase all of the Company's brewing assets, exclusive of cash and marketable securities, at their net book values as reflected in the Company's accounts on the opening of business on November 1, 1954, the closing date for the sale. On the basis of the Company's balance sheet as of August 31, 1954, the cash proceeds of the sale, together with the Company's cash, securities and other assets not being sold, will amount to approximately \$19.50 per share of Common stock, after

Excerpts From Respondent's Exhibit 46

providing for the prior claim of Preferred shareholders and after provision for the liabilities of the Company which are not assumed by Carling under the agreement of sale. The actual amount of cash to be received by the Company as the purchase price will depend upon the book accounts of the Company as of the date of closing and these accounts cannot be determined finally at this time. However, in the best judgment of our accountants, the book amounts as of the closing date should not be materially different from those existing as of August 31, 1954.

After careful study, your Board of Directors has unanimously approved the agreement of sale with Carling as being in the best interests of the shareholders and your approval of the sale is recommended.

Actual consummation of the sale will not in itself effect liquidation of your Company. This is a matter to be decided by the shareholders. In view of tax consequences, a number of shareholders have expressed to me the suggestion that the Company be continued as a diversified investment trust. I believe that the idea is an excellent one and I know that in addition to members of our present Board I can secure competent people to conduct this type of business successfully, and I will personally further it if the shareholders approve it. To accomplish this purpose it will be necessary to amend the corporate charter, which will require approval of shareholders at a meeting to be called for that purpose. No decision has been reached at this time and shareholders are invited to express their views on this matter.

Excerpts From Respondent's Exhibit 46

Should you have any question pertaining to any of the proposals to be voted upon at the meeting I will be glad to discuss them with you at your convenience.

Since approval of the sale requires the affirmative vote of two-thirds of the combined Preferred and Common shares, you are earnestly requested to send in your proxy at once. This will not prevent your voting your own shares at the meeting if you plan to be personally present.

Yours very truly,

EDWARD D. JONES,

Chairman of the Board

* * *

(794)

PROXY STATEMENT

* * *

BUSINESS TO BE TRANSACTED AT THE MEETING

At the special meeting of shareholders to be held on the above date, shareholders will vote to approve or reject an agreement of sale dated September 23, 1954, upon the terms and conditions of which Griesedieck Western Brewery Company will sell its brewing assets to Carling Brewing Company Incorporated of Cleveland, Ohio.

* * *

Excerpts From Respondent's Exhibit 46

LOCATION OF THE COMPANY'S PROPERTY
AND MATERIAL PROVISIONS OF THE AGREEMENT OF SALE

Griesedieck Western Brewery Company, an Illinois corporation with its principal office located at 1201 West "E" Street, Belleville, Illinois, is engaged in the brewing and sale of draught and packaged beer under the trade names of "Stag" and "Hyde Park 75". "Stag" beer, which accounts for approximately 95% of the Company's sales, is sold and distributed throughout all of the mid-western states of the United States.

* * *

Under the agreement of sale dated September 23, 1954, Griesedieck Western Brewery Company has agreed to sell and Carling Brewing Company Incorporated of Cleveland, Ohio (hereinafter sometimes referred to as "Carling") has agreed to purchase all of Griesedieck Western's brewing assets, including, but not by way of limitation, all of its real estate, brewing plants, brewing equipment and machinery, trucks, supplies and other chattel property, inventories, beer in process, finished products, good will, trade names and trade marks, copy-rights, designs, leases and leaseholds, trade accounts and other debts due and accruing due to the Company, contracts, all of the shares of stock of St. Louis Brewers' Yeast Corporation owned by the Company, the use of the name Griesedieck Western Brewery Company and all federal and state revenue stamps, licenses and permits owned by the Company to the (795) extent that these are transferable to Carling. There is specifically excluded from the agreement of sale the Company's cash on

Excerpts From Respondent's Exhibit 46

hand and in the banks, United States Treasury bills and other marketable investments and accrued interest thereon, tax notes, Preferred stock of the Company re-acquired by it and held as treasury stock, all life insurance owned by the Company on the lives of its officers and all of the outstanding shares of Stag Beer Corporation, a subsidiary owned by the Company. Stag Beer Corporation which operates as a small sales branch of the Company in Chicago, Illinois, will be liquidated and its net tangible assets, having a book cost of \$8,268.71, will be disposed of by the Company.

With the exception of shares of St. Louis Brewers' Yeast Corporation which are to be purchased at their book value, the aggregate consideration to be paid to Griesedieck Western by Carling for these assets will be an amount equal to the aggregate net book value thereof as entered on the books of Griesedieck Western at the opening of business on the closing date.

. . .

Translated into dollars, and based on the unaudited, consolidated balance sheet of the Company as of August 31, 1954, shown on pages 8 and 9 of the proxy statement, the gross purchase price payable by Carling to Griesedieck Western under the agreement of sale, adjusted for the purchase price of the stock of St. Louis Brewers' Yeast Company over carrying value, and decreased by the amount of fixed assets in Stag Beer Corporation not purchased by Carling, amounts to \$11,447,596.61. The total amount of liabilities to be assumed by Carling in part satisfaction of the purchase price as of August 31, 1954 is \$2,011,507.24, leaving a net purchase price payable to Griesedieck West-

Excerpts From Respondent's Exhibit 46

ern in cash of \$9,436,089.37. Cash on hand, U. S. Government bonds and Treasury bills, tax notes, marketable securities and cash surrender value of life insurance policies owned by the Company as of August 31, 1954 amount to \$4,534,693.17. Therefore, on the basis of the book accounts of the Company existing as of August 31, 1954, the Company's assets following consummation of the agreement of sale will consist of cash, U. S. Government bonds and Treasury bills, tax notes, marketable securities, cash surrender value of life insurance and fixed assets of Stag Beer Corporation totaling \$13,979,051.25. After allowing for current liabilities of the Company as of August 31, 1954, not assumed by Carling, and after allowing for the prior claim of preferred shareholders at the par value thereof plus accrued dividends to November 1, 1954, the net equity available for the Common stock would be \$12,481,864.98 or \$19.50 for each Common share.

(796)

INFORMATION CONCERNING THE PURCHASER

Carling Brewing Company Incorporated, a Virginia corporation, with its principal office at 9400 Quincy Avenue, Cleveland, Ohio, is engaged in the brewing and sale of packaged beer and ale under the trade names Carling's "Red Cap" ale and Carling's "Black Label" beer. The Company's plant, located in the City of Cleveland, Ohio, has a productive capacity of approximately 1,750,000 barrels of beer annually. Carling's beer and ale has excellent consumer acceptance in most of the states of the United States and also in Canada. To provide for additional brew-

Excerpts From Respondent's Exhibit 46

ing facilities to meet increased sales, Carling has recently acquired a site for the construction of a brewery in the City of Natick, Massachusetts. Griesedieck Western is informed that if the agreement of sale is consummated, Carling intends to continue the production and sale of "Stag" beer and to use the additional facilities to expand the sale of its own products in the Company's sales areas.

REASONS FOR THE SALE AND FAIRNESS OF THE CONSIDERATION

For a number of years the net earnings of Griesedieck Western Brewery Company have been declining, despite a record volume of sales achieved in several of these years. From a high of \$4.50 per share on the present outstanding Common shares for the year ended December 31, 1949, the net earnings of the Company declined to \$1.86 per Common share for the year ended December 31, 1952 and to \$1.89 per share for the year ended December 31, 1953. For the eight months ended August 31, 1954, net earnings of the Company, subject to year-end adjustments, amounted to 42¢ per Common share, compared to \$1.19 per share for the same period a year ago. The decline in earnings is directly attributable to inability to achieve increased sales volume to offset higher costs of doing business, due to increased labor costs, materials, advertising and sales promotion. In the opinion of management of the Company, a multiple-plant company with a large volume of sales is best equipped to realize the efficiency and economy of operation and the maximum results from its advertising and sales promotion outlays necessary to operate profitably under present conditions in the brewing industry. This method is now practiced by all of the breweries of nationally advertised premium beers and by the larger breweries of semi-nationally

Excerpts From Respondent's Exhibit 46

advertised popular priced beers. To attain this objective for Griesedieck, Western, its management has had under consideration a number of proposals to acquire breweries in other parts of the country through merger, exchange of stock or outright purchase. To date none of these proposals was deemed sufficiently attractive to the Board of Directors of the Company for submission to the shareholders. Not having attained this objective, it is the opinion of the Board of Directors that the offer of Carling for all of the assets of the Company should be accepted as in the best interests of the shareholders. Recognizing that many of the shareholders would be interested in retaining a proprietary interest in any continuing enterprise, representatives of the Company, in the course of their negotiations with representatives of Carling, tried to work out an arrangement whereby the Company's assets would be transferred through an exchange of stock. However, the shares of Carling are not publicly owned, and Canadian Breweries of Toronto, Canada, owner of all but a small percentage of the outstanding capital shares of Carling, was unwilling to offer its shares in exchange for the Company's assets. Despite the fact that the agreement of sale does not provide for the retention by the shareholders of a proprietary interest in the continuing enterprise, it is the unanimous opinion of the Board of Directors of the Company that the offer of purchase is fair in the light of prevailing conditions in the brewing industry, and therefore, approval is recommended.

• • •

Excerpts From Respondent's Exhibit 46
(797)

PLANS OF COMPANY FOLLOWING CONSUMMATION OF
AGREEMENT OF SALE

Following the consummation of the agreement of sale, the Company, subject to the approval of the shareholders, can distribute its assets pursuant to a plan of liquidation and dissolution, or engage in another type of business other than the brewing business. While a large portion of the Company's assets would be distributable to shareholders under a plan of liquidation and dissolution within a relatively short period of time, amounts as yet undetermined would have to be retained as a reserve for possible claims under the Company's agreement of indemnity with Carling, completion of examination of tax returns, and other contingencies. Consequently complete liquidation will involve considerable time. The only other type of business under consideration by the Board of Directors is that of converting the Company into a closed or open end type of investment trust, the purpose of which would be to purchase, hold and sell investment type securities and to distribute dividends and net capital gains to its shareholders. A number of shareholders have recommended this program to the Directors of the Company in view of tax consequences resulting to them, should the Company be dissolved and its assets distributed. Edward D. Jones, Chairman of the Board of the Company, is also senior partner of Edward D. Jones & Company, investment bankers, members of the New York Stock Exchange and thoroughly familiar with this type of business. Discussions are under way to determine whether several additional men, skilled in this type of business, are available to join the Company. No decision has been reached at this time. To accomplish the

Excerpts From Respondent's Exhibit 46

conversion of the Company into an investment trust will require appropriate amendments to its corporate charter which must be approved by the shareholders. Shareholders are invited to write the Company of their views on this matter. As soon as practicable after the consummation of the agreement of sale, the Company will send to the shareholders a report of its assets and liabilities reflecting the consummation of the sale and a further statement as to the Company's intention concerning future operations.

INTERESTS OF MANAGEMENT AND ASSOCIATES

Negotiations covering the sale of the Company's assets were carried on by representatives of the Company with representatives of Carling on the basis of arm's-length bargaining. No commissions or brokerage fees are being paid in connection with the sale. No Officer or Director of the Company or any Associate of any such Officer or Director has any interest in the matter to be acted upon other than the interest common to all shareholders of the Company by reason of their ownership of shares in the Company.

• • •

MARKET PRICE OF SECURITIES

The Common stock of Griesedieck Western Brewery Company is listed on the American Stock Exchange and on the Midwest Stock Exchange. The published high and low sales prices of the Common stock on said Exchanges for each quarterly period during the years 1952 and 1953 and during the first two quarters of 1954, are as follows:

Excerpts From Respondent's Exhibit 46

<i>1952</i>	<i>High</i>	<i>Low</i>
First Quarter	22 $\frac{1}{4}$	— 18
Second Quarter	18 $\frac{1}{2}$	— 17
Third Quarter	19	-- 16 $\frac{7}{8}$
Fourth Quarter	17 $\frac{3}{4}$	— 16
<i>1953</i>	<i>High</i>	<i>Low</i>
First Quarter	19 $\frac{1}{2}$	— 17
Second Quarter	18 $\frac{1}{2}$	— 17 $\frac{1}{2}$
Third Quarter	18 $\frac{1}{4}$	— 15 $\frac{1}{2}$
Fourth Quarter	16 $\frac{1}{2}$	— 14 $\frac{5}{8}$
<i>1954</i>	<i>High</i>	<i>Low</i>
First Quarter	15	-- 12 $\frac{1}{2}$
Second Quarter	12 $\frac{5}{8}$	— 9 $\frac{1}{8}$

On September 17, 1954 the Common stock of Griesedieck Western Brewery Company sold at \$15.25 per share on both the American Stock Exchange and the Midwest Stock Exchange.

(798)

. . .
 By order of the Board of Directors,
 WALTER H. KOCH,
Secretary.

Dated Belleville, Illinois, October 1, 1954.

Respondent's Exhibit 48

(805)

[LETTERHEAD OF]

GRIESEDIECK WESTERN BREWERY COMPANY

June 23, 1954

Dear Friend:

Considerable confusion has developed in St. Louis and St. Louis County regarding the price structure of beers.

Emphatically we will not change the character and quality of Stag Beer, and for this reason, we *cannot* reduce the price.

Stag has always been a premium quality beer, brought and sold to you and your customers at popular prices . . . prices that are possible because of limited and concentrated distribution. In other words, Stag is not sold all over the United States and, therefore, does not have the problems of freight equalization or national advertising, which are costly items in themselves and have no bearing on quality of product . . . and these costly items of the nationally distributed beers have had to be passed on to you and the consumer and are still being passed on in markets outside of St. Louis.

Stag has long been the most popular beer in St. Louis and St. Louis County . . . there must be a reason . . . we feel the reason is, call it what you may, Stag has always been top quality or premium quality at the right price.

Respondent's Exhibit 48

We feel sure you understand our position and will agree with us that Stag has always been honestly made and honestly priced.

We also feel that you are entitled to the same service you have received in the past.

Thank you for your friendship and cooperation.

Sincerely,

GRIESEDIECK WESTERN BREWERY COMPANY

Edward D. Jones

Edward D. Jones

Chairman of the Board

EDJ:ms

Excerpts From Respondent's Exhibit 49

(806)

ANNUAL REPORT

TO

SHAREHOLDERS

For the Year Ended

December 31, 1948

**GRIESEDIECK WESTERN BREWERY COMPANY
Belleville, Illinois**

(808)

February 4, 1949

**TO THE SHAREHOLDERS
OF GRIESEDIECK WESTERN BREWERY COMPANY:**

* * *

Your Company continued to show progress in 1948. Net earnings amounted to \$2,472,118.26.

The Company's working capital improved considerably during the year. At December 31, 1948, current assets totaled \$4,139,399.42, against current liabilities of \$749,816.42, a net working capital of \$3,389,583.00. This reflects the strongest position in the Company's history, with adequate resources for all probable operational contingencies.

, * * *

Excerpts From Respondent's Exhibit 49

The merger of Hyde Park Breweries Association, Inc., into Griesedieck Western Brewery Company became effective as of November 20, 1948. The acquisition of the Hyde Park Plant gave us an additional, modern, up-to-date brewery.

• • •

On December 1, 1948, we sold, through underwriters, \$1,500,000 par value of our 5% Cumulative Convertible Preferred Stock. The funds thus derived will give us ample working capital for our enlarged sales and brewing requirements.

• • •

Respectfully submitted,

EDWARD D. JONES,
President

Excerpts From Respondent's Exhibit 49

(809)

BALANCE SHEET DECEMBER 31, 1948

GRIESEDIECK WESTERN BREWERY COMPANY

A S S E T S

CURRENT ASSETS

Cash	\$ 1,866,696.70
United States Bonds	187,043.76
Accounts and Notes Receivable	570,892.29
Revenue Stamps on Hand	237,582.87
Inventory of Products & Materials	1,243,612.07
Cash Value—Life Insurance Policies	33,571.73

Total Current Assets	\$ 4,139,397.42
----------------------------	-----------------

Bottles Out with Trade	563,774.44
------------------------------	------------

Investments—Capital Stock of St. Louis Brewers Yeast Corp.	10,000.00
--	-----------

FIXED ASSETS

Land, Building and Equipment	\$10,202,029.20
Less—Reserve for Depreciation	2,097,492.42

New Construction in Progress	\$ 8,104,536.78
	29,029.63

Deferred Charges	8,133,594.11
	101,920.00

Total Assets	\$12,948,647.57
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*Excerpts From Respondent's Exhibit 49***LIABILITIES AND CAPITAL****CURRENT LIABILITIES**

Accounts Payable	\$	362,622.39
Accrued Taxes and Wages		204,496.23
Customers Credit Balances		2,703.93
Funds of Employees Held for Purchase of U. S. Bonds		2,874.20
Preferred Dividend Declared		12,500.00
Federal and State Income Taxes	\$	1,659,405.41
Less—U. S. Treasury Tax Notes and Accrued Interest		1,494,785.74
		164,619.67
Total Current Liabilities	\$	749,816.42
Customers' Deposits for Containers		1,020,766.04
Reserve for Unpresented Checks		468.69
Real Estate Mortgage		8,000.00
Total Liabilities	\$	1,779,051.15

CAPITAL STOCK

Preferred 5% Cumulative Convertible Authorized, Issued and Outstanding 50,000 shares \$30.00 Par Each	\$	1,500,000.00
Common—Authorized 750,000 Shares Par Value \$2.00 Per Share Outstanding—640,017 Shares		1,280,034.00
		2,780,034.00

SURPLUS

Capital	\$	3,955,139.71
Earned		4,434,418.61
Total Surplus		8,389,558.32
Total Liabilities and Capital		\$12,948,643.47

Excerpts From Respondent's Exhibit 49

(810)

CONSOLIDATED STATEMENT

OF INCOME, EXPENSES AND SURPLUS

YEAR ENDED DECEMBER 31, 1948

Griesedieck Western Brewery Company

and

Griesedieck Western Brewery Company of Missouri

Net Income From Sales		\$ 7,288,674.41
Selling, Administrative and General Expenses		3,334,000.50
Profit on Operations		\$ 3,954,673.91
Excess of Other Income over Other Expenses		39,811.00
Net Income Before Income Taxes		\$ 3,994,484.91
Deduct—Federal, Missouri State Income and St. Louis City Earnings Taxes		1,522,260.41
Final Net Profit		\$ 2,472,224.50
Add—Earned Surplus Beginning of Year		2,663,151.71
		<hr/>
		\$ 5,135,376.21
Less Dividends Paid and Declared		
Preferred Stock (Declared Payable February 1, 1949)	\$ 12,500.00	
Common Stock Paid in Cash	589,064.00	
	<hr/>	
	\$ 601,564.00	
Commission and Expenses in Con- nection with Preferred Stock		
Issue	97,781.22	
Miscellaneous Adjustments	1,505.60	
	<hr/>	
		700,850.82
Earned Surplus—End of Year		<hr/> <hr/> \$ 4,434,415.69

Excerpts From Respondent's Exhibit 49

STATEMENT OF CAPITAL SURPLUS

Balance Beginning of Year	\$ 604,661.50
Added—Book Value of Net Assets Acquired in Connection with Merger of Hyde Park Breweries Association, Inc., into Griesedieck Western Brewery Company	\$ 3,746,916.61
Less—Capital Stock Issued—Net 198,219 1/5 Shares at \$2.00 Par	396,438.40
	<hr/>
	3,350,478.21
Capital Surplus—End of Year	<hr/> <hr/> \$ 3,955,139.71

Excerpts From Respondent's Exhibit 50

(812)

ANNUAL REPORT

TO

SHAREHOLDERS

For the Year Ended

December 31, 1949

GRIESEDIECK WESTERN BREWERY COMPANY
Belleville, Illinois - St. Louis, Missouri

• • •

(814)

February 8, 1950

TO THE SHAREHOLDERS
OF THE GRIESEDIECK WESTERN BREWERY COMPANY:

• • •

Griesedieck Western Brewery Company had a good year in 1949. It was a year that tested the resourcefulness of our organization, and our sales volume indicates the continued wide acceptance of our quality beers. Net earnings amounted to \$2,954,413.04, which, after providing for dividends on the Preferred Stock, was the equivalent of \$4.50 per share on the Common Stock.

Excerpts From Respondent's Exhibit 50

The Company's working capital improved considerably during the year. At December 31, 1949, current assets totaled \$5,512,670.58, against current liabilities of \$515,511.67, a net working capital of \$4,997,158.91. This reflects the strongest position in the Company's history, with adequate resources to meet the Company's increased sales volume and expansion program.

• • •

Respectfully submitted,

EDWARD D. JONES,
President

Excerpts From Respondent's Exhibit 50

(815)

BALANCE SHEET DECEMBER 31, 1949**GRIESEDIECK WESTERN BREWERY COMPANY****A S S E T S****CURRENT ASSETS**

Cash	\$ 1,765,856.12
United States Treasury Bills	1,595,786.86
United States Bonds	240,572.48
Accounts and Notes Receivable	592,651.78
Revenue Stamps on Hand	276,075.88
Inventory of Products and Materials	1,005,116.82
Cash Value—Life Insurance Policies	36,610.64

Total Current Assets	\$ 5,512,678.56
----------------------------	-----------------

Bottles Out with Trade	611,097.12
Investments—Capital Stock of St. Louis Brewers' Yeast Corp.	10,000.00

FIXED ASSETS

Land, Buildings and Equipment	\$10,609,766.56
Less—Reserve for Depreciation	2,540,146.96

Deferred Charges	8,069,619.56
	93,471.12

Total Assets	\$14,296,850.00
--------------------	-----------------

*Excerpts From Respondent's Exhibit 50***LIABILITIES AND CAPITAL****CURRENT LIABILITIES**

Accounts Payable	\$	240,638.02
Accrued Taxes and Wages		235,117.01
Customers' Credit Balances		2,322.87
Funds of Employees Held for Purchase of U. S. Bonds		2,682.02
Preferred Dividend Declared		18,750.94
Federal and State Income Taxes	\$ 1,827,150.33	
Less—U. S. Treasury Tax Notes and Accrued Interest	1,811,149.52	16,000.81
		<hr/>
Total Current Liabilities	\$	515,511.67
Customers' Deposits for Containers		1,005,948.40
Reserve for Unpresented Checks		428.74
Real Estate Mortgage		6,000.00
		<hr/>
Total Liabilities	\$	1,527,888.81

CAPITAL STOCK

Preferred 5% Cumulative Convertible Authorized, Issued and Outstanding 50,000 Shares \$30.00 Par Each	\$ 1,500,000.00	
Common—Authorized 750,000 Shares Par Value \$2.00 Per Share		
Outstanding—640,017 Shares	1,280,034.00	2,780,034.00
		<hr/>

SURPLUS		
Capital	\$ 3,955,139.71	
Earned	6,033,793.98	
		<hr/>
Total Surplus		9,988,933.69
		<hr/>
Total Liabilities and Capital		\$14,296,856.50

Excerpts From Respondent's Exhibit 50

(816)

STATEMENT

OF INCOME, EXPENSES AND SURPLUS

YEAR ENDED DECEMBER 31, 1949

Net Income From Sales	\$10,211.44
Selling, Administrative and General Expenses	5,519.25
Profit on Operations	\$ 4,692.19
Excess of Other Income over Other Expenses	84.77
Net Income Before Income Taxes	\$ 4,776.96
Deduct—Federal, Missouri State Income and St. Louis City Earnings Taxes	1,822.30
Final Net Profit	\$ 2,954.66
Add—Earned Surplus Beginning of Year	4,434.42
	\$ 7,389.08
Less Dividends Paid and Declared	
Preferred Stock Paid and Declared \$ 75,003.67	
Common Stock Paid in Cash	1,280,034.00
	<hr/>
	1,355,037.67
Earned Surplus—End of Year	<hr/> <hr/> \$ 6,033.78

Excerpts From Respondent's Exhibit 51

(818)

ANNUAL REPORT

TO

SHAREHOLDERS**For the Year Ended****December 31, 1952**

GRIESEDIECK WESTERN BREWERY COMPANY
Belleville, Illinois - St. Louis, Missouri

(\$20)

CONSOLIDATED BALANCE SHEET DECEMBER 31, 1952

GRIESEDIECK WESTERN BREWERY COMPANY AND
WHOLLY OWNED SUBSIDIARY

A S S E T S**CURRENT ASSETS**

Cash	\$ 1,347,249.00
United States Treasury Bills	2,587,960.00
United States Bonds and Notes (\$700,000.00 due Sept., 1953)	894,874.38
Accounts and Notes Receivable	764,187.00
Revenue Stamps on Hand	193,374.83
Inventory of Products and Materials	1,490,526.59
Cash Value—Life Insurance Policies	46,186.05

Total Current Assets	\$ 7,324,357.85
----------------------------	-----------------

Bottles and Cases Out with Trade	992,914.92
Investments—Capital Stock of St. Louis Brewers' Yeast Corp.	10,000.00

FIXED ASSETS

Land, Buildings and Equipment	\$10,972,489.82
Less—Reserve for Depreciation	3,451,897.01

Deferred Charges	7,520,592.81
	149,511.26

Total Assets	\$15,997,376.84
--------------------	-----------------

*Excerpts From Respondent's Exhibit 51***LIABILITIES AND CAPITAL****CURRENT LIABILITIES**

Accounts Payable	\$	490,412
Accrued Taxes and Wages		298,041
Customers' Credit Balances		6,458
Funds of Employees Held for Purchase of U. S. Bonds		2,731
Preferred Dividend Declared		18,125
Federal and State Income Taxes	\$	1,454,007.76
Less—U. S. Treasury Tax Notes and Accrued Interest		1,438,359.00
		<hr/>
Total Current Liabilities	\$	832,200
Customers' Deposits for Containers		1,049,740
		<hr/>
Total Liabilities	\$	1,881,940

CAPITAL STOCK

Preferred 5% Cumulative Convertible Authorized, Issued and Outstanding 48,486 Shares \$30.00 Par Each	\$	1,454,580.00
Common—Authorized 750,000 Shares Par Value \$2.00 Per Share Outstanding—640,000 Shares		1,280,000.00
		<hr/>

SURPLUS

Capital	\$	3,962,271.96
Earned		7,418,577.43
		<hr/>
Total Surplus		11,380,849
		<hr/>
Total Liabilities and Capital		\$15,997,378

Excerpts From Respondent's Exhibit 51

(21)

**CONSOLIDATED STATEMENT
OF INCOME, EXPENSES AND SURPLUS
YEAR ENDED DECEMBER 31, 1952**

Net Income From Sales	\$ 8,453,687.54
Selling, Administrative and General Expenses	5,840,250.41
Profit on Operations	\$ 2,613,437.13
Excess of Other Income over Other Expenses	107,377.75
Net Income Before Income Taxes	\$ 2,720,814.88
Deduct—Federal and Missouri State Income Taxes	1,454,284.06
Final Net Profit	\$ 1,266,530.82
Add—Earned Surplus Beginning of Year	7,185,077.83
	\$ 8,451,608.65
Less Dividends Paid and Declared	
Preferred Stock Paid and Declared \$ 73,021.74	
Common Stock Paid in Cash 960,009.48	
	1,033,031.22
Earned Surplus—End of Year	\$ 7,418,577.43

Respondent's Exhibit 53

(823)

1953

Beer purchases	82,090.49
Beer sales	106,609.86

1954

Beer purchases	80,899.15
Beer sales	107,824.71

1955—1st 10 months

Beer purchases	66,946.87
Beer sales	90,977.87

Peak in Feb. 1954

5.1% decline in 1953 to 1954

18.5% decline last half of 1953
to last half 1954

Decline started in July 1954

[LETTERHEAD OF]
R. C. SANDY BEAMAN and SONS

Respondent's Exhibit 54

1241

	1953					1954					1955				
	Falstaff	G.B.	Stag	Miller	Bud	Fal.	G.B.	Stag	Miller	Bud	Fal.	G.B.	Stag	Miller	Pwt
Jan.	170	474			66	215	485	154	45	78	240	335	217	16	14
Feb.	146	398			72	331	510	159	36	72	298	370	232	32	56
Mar.	161	584			101	307	575	213	57	73	300	389	223	58	66
Apr.	145	487			58	260	500	170	32	43	366	447	251	59	51
May	230	588			85	350	620	231	74	95	472	513	29	86	66
June	392	626			62	572	845	274	108	166	399	470	291	67	87
July	140	730			36	460	687	289	52	72	555	545	359	77	109
Aug.	257	780			31	387	578	277	70	53	604	505	273	73	96
Sept.	200	590			25	370	540	253	67	50	511	445	250	59	112
Oct.	258	640			18	449	485	235	54	50	430	365	217	42	115
Nov.	246	610			30	362	465	244	39	53	10 Months				
Dec.	346	678			24	530	535	272	73	64	Totals				
Total	2691	7185	2664	576	608	4593	6818	2771	707	869	4175	4384	2604	569	772
51%					43%					35%					
14124					15758—12 mos. 13123—10 mos.					12504					

GRIESEDIECK BEER

81)

1953

1954

1955

	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	1/2 Bbl.	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	1/2 Bbl.	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	1/2 Bbl.
Jan.	95	80 1/2	✓	2	✓	93	90	53	✓	✓	83	113	✓	✓	✓
Feb.	87	85 1/2	✓	2	✓	101	88 1/2	✓	✓	✓	53	95	✓	4	✓
Mar.	98	111 1/2	✓	4	✓	83	102 1/2	✓	2	✓	48	88	✓	6	✓
Apr.	107	105 1/2	✓	✓	✓	91	134 1/2	✓	✓	✓	58	102	✓	6	✓
May	138	162	✓	4	✓	102	127	✓	4	✓	82	150	✓	4	✓
June	147	272 1/2	✓	2	✓	121	162	✓	4	✓	63	98	✓	2	✓
July	151	163	✓	2	✓	123	183	✓	14	✓	80	144	✓	6	✓
Aug.	139	211	✓	4	✓	117	206	✓	4	✓	91	160	✓	2	✓
Sept.	128	181 1/2	✓	✓	✓	103	143	✓	6	✓	68	112	✓	12	✓
Oct.	120	142	✓	2	✓	99	123 1/2	✓	4	✓	80	114	✓	2	✓
Nov.	97	125 1/2	✓	2	✓	98	128	✓	4	✓	47	58	✓	4	✓
Dec.	98	116	✓	6	✓	73	80	✓	4	✓	Up to and including Nov. 25				
Total	1405	1756 1/2	✓	32	✓	1204	1579	53	46	✓	753	1234	✓	48	✓
Cases		1788 1/2 Cases of cans					1678 Cases of cans					1282 Cases of cans			
		1405 Cases of bottles					1204 Cases of bottles					753 Cases of bottles			
		3193 1/2					2882					2035			

All figures 24 Bottles or Cans to Case

Respondent's Exhibit 57-A/G

1242

FALSTAFF BEER

82)

1953

1954

1955

	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	1/2 Bbl.	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	1/2 Bbl.	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	1/2 Bbl.
Jan.	24	✓	✓	12	7	34	✓	12	✓	5	77	✓	✓	50	✓
Feb.	32	✓	✓	12	6	43	✓	32	✓	5	81	✓	✓	64	✓
Mar.	42	✓	✓	14	6	60	✓	38	✓	5	68	✓	✓	60	✓
Apr.	37	✓	✓	13	6	66	✓	32	✓	1	80	✓	✓	84	✓
May	43	✓	✓	24	9	73	✓	✓	46	✓	40	✓	✓	58	✓
June	43	✓	✓	29	9	93	✓	✓	44	✓	70	✓	✓	80	✓
July	35	✓	✓	18	8	109	✓	✓	76	✓	82	105	✓	8	✓
Aug.	45	✓	✓	30	9	95	✓	✓	76	✓	98	117	✓	2	✓
Sept.	43	✓	✓	20	8	99	✓	✓	52	✓	98	92	✓	4	✓
Oct.	39	✓	✓	16	7	102	✓	✓	58	✓	74	73	✓	✓	✓
Nov.	36	✓	✓	18	6	89	✓	✓	54	✓	48	53	✓	✓	✓
Dec.	41	✓	✓	22	7	90	✓	✓	52	✓	Up to and including Nov. 25th				
Total	460	✓	✓	228	88 1/2 Bbl.	947	✓	114	438	16 1/2 Bbl.	816	440	✓	416	✓
Cases		228 Cases of cans					572 Cases of cans					850 Cases of cans			
		460 Cases of bottles					947 Cases of bottles					816 Cases of bottles			
		688					1519					1666			

All figures 24 Bottles or Cans to Case

Respondent's Exhibit 57

1243

STAG BEER

1953

1954

1955

	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	½ Bbl.	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	½ Bbl.	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	½ Bbl.
Jan.	44	22½	✓	✓	✓	38	25	5	4	✓	47	46½	✓	✓	✓
Feb.	45	25½	1	✓	✓	50	✓	✓	2	✓	51	61	✓	✓	✓
Mar.	50	29½	✓	4	✓	42	39½	✓	2	✓	35	42½	✓	2	✓
Apr.	40	27	✓	4	✓	47	40	✓	4	✓	28	66	✓	6	✓
May	61	44½	✓	6	✓	58	49½	✓	✓	✓	54	91½	✓	4	✓
June	84	79	✓	2	✓	100	69½	✓	2	✓	51	75½	✓	2	✓
July	91	61½	✓	4	✓	83	69½	✓	2	✓	57	92½	✓	8	✓
Aug.	90	57½	10	2	✓	66	58½	✓	2	✓	61	79	✓	4	✓
Sept.	39	62	✓	✓	✓	45	50½	✓	4	✓	31	73½	✓	✓	✓
Oct.	35	29½	✓	2	✓	47	51½	✓	2	✓	28	48½	✓	✓	✓
Nov.	47	58½	✓	✓	✓	54	51½	✓	✓	✓	20	30	✓	✓	✓
Dec.	67	43½	✓	2	✓	52	26½	✓	✓	✓	Up to and including Nov. 25th				
Total }	693	540½	10	26	✓	682	531½	5	24	✓	463	706½	✓	26	✓
Cases }		576½	Cases of cans				560½	Cases of cans				732½	Cases of cans		
		693	Cases Bot.				682	" " Bot.				463	Cases of Bot.		
		1269½					1242½					1195½			

All figures 24 Bottles or Cans to Case

SCHLITZ

1953

1954

1955

	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	
Jan.				6				4				8	
Feb.				6				4				4	
Mar.				8				4				2	
Apr.				10				4				8	
May				12				6				12	
June				✓				14				10	
July	Brewery out			✓				12				10	
Aug.	on			✓				22				12	
Sept.	strike			✓				10				4	
Oct.				4				4				6	
Nov.				2				6				✓	
Dec.				4				6					
										Up to and including Nov. 25th			
Total }				52	Cases of Cans							96	Cases of Cans
Cases }												76	Cases of Cans

All figures 24 cans or bottles to Case

Respondent's Exhibit 57

1244

Respondent's Exhibit 57

1245

BUDWEISER BEER

	1953					1954					1955				
	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	½ Bbl.	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	½ Bbl.	24/12 Bot.	12/12 Can	24/12 Can	8/6 Can	½ Bbl.
Jan.	30	✓	14	14	✓	29	20	✓	14	✓	33	52	✓	6	8
Feb.	28	✓	12	4	✓	34	22½	✓	8	✓	26	32	✓	4	7
Mar.	23	✓	✓	28	✓	42	29	✓	10	✓	31	36	✓	8	9
Apr.	33	✓	✓	16	✓	49	48½	✓	18	7	33	65	✓	4	13
May	43	✓	✓	44	✓	38	59	✓	10	9	42	86	✓	8	15
June	54	✓	✓	50	✓	40	75	✓	4	8	36	50	✓	16	16
July	62	29	✓	50	✓	52	52	10	10	10	31	74	✓	18	16
Aug.	33	25	✓	12	✓	34	60	9	6	7	42	76	✓	12	16
Sept.	50	43½	✓	4	✓	34	25	✓	34	8	33	34	✓	44	14
Oct.	34	34	✓	22	✓	40	57	✓	14	6	28	46	✓	2	12
Nov.	22	21½	✓	10	✓	30	42	✓	✓	7	26	44	✓	18	10
Dec.	37	34½	✓	10	✓	29	24	✓	8	7					
Total } Cases }	449	187½ 477½ 449 926½	26 Cases of cans Cases of bottles	264	✓	451	515 670 451 1121	19 Cases of cans Cases of bottles	136	69 ½ Bbl.	361	595 735 361 1096	✓ Cases of cans Cases of bottles	140	136 ½ Bbl.

All figures 24 Bottles or Cans to Case

Budweiser
Frieselbeck
Falsaff
Star
Schlitz

Budweiser
Frieselbeck
Falsaff
Star
Schlitz

Budweiser
Frieselbeck
Falsaff
Star
Schlitz

Budweiser
Frieselbeck
Falsaff
Star
Schlitz

PRICES 1

(36)

Respondent's Exhibit 57

B6)

PRICES PAID WHOLESALERS FOR 24--12-OZ. RETURNABLE BOTTLES

	1953	1954	1955	
Budweiser	\$3.10 per case	\$3.10 per case	\$3.10 per case	
Griesedieck	2.60 " "	2.60 " "	2.60 " "	
Falstaff	2.60 " "	2.60 " "	2.60 " "	\$2.62 after March 21
Stag	2.60 " "	2.60 " "	2.60 " "	
Schlitz	—	—	—	

PRICES PAID WHOLESALERS FOR 24--12 OZ. CANS

	1953	1954	1955
Budweiser	3.39 per case	\$3.39 per case	\$3.39—3.40 after Mar. 21
Griesedieck	3.12 " "	3.12 " "	3.12—3.14 " " "
Falstaff	3.15 " "	3.15 " "	3.15—3.17 " " "
Stag	3.12 " "	3.12 " "	3.12 —
Schlitz	3.39 " "	3.39 " "	3.39—3.40 " " "

PRICES RECEIVED FOR 6 PACK RETURNABLE BOTTLES

	1953	1954	1955
Budweiser	\$1.15 + Bottle dep. 2¢ each	\$1.15 + Bot. dep.	\$1.15 + Bot. dep.
Griesedieck	1.05 " "	1.05 " "	1.05 " "
Falstaff	1.05 " "	1.05 " "	1.05 " "
Stag	1.05 " "	1.05 " "	1.05 " "
Schlitz	—	—	—

PRICES RECEIVED FOR 6 PACK 12 OZ. CANS

	1953	1954	1955
Budweiser	\$1.15	\$1.15	\$1.15
Griesedieck	1.05	1.05	1.05
Falstaff	1.05	1.05	1.05
Stag	1.05	1.05	1.05
Schlitz	1.15	1.15	1.15

Respondent's Exhibits 57 and 58

PRICES OF BEER PER BOTTLE 12 OZ. FOR CONSUMPTION ON PREMISES

	1953	1954	1955
Budweiser	.25¢	.25¢	.25¢—.30 after Mar. 21
Griesedieck	.20¢	.20¢	.20¢—.25 after Mar. 21
Falstaff	.20¢	.20¢	.20¢—.25 " " "
Stag	.20¢	.20¢	.20¢—.25 " " "
Schlitz	—	—	— —

(837)

PRICE OF 12 OZ. CAN FOR CONSUMPTION ON PREMISES

	1953	1954	1955
Budweiser	.25¢	.25¢	.25¢—.30¢ after March 21
Griesedieck	.20¢	.20¢	.20¢—.25 " " "
Falstaff	.20¢	.20¢	.20¢—.25 " " "
Stag	.20¢	.20¢	.20¢—.25 " " "
Schlitz	.25¢	.25¢	.25¢—.30 " " "

Respondent's Exhibit 58

(838)

THE ALIBI—JOHN L. HENRY
501 Clark Ave.
Jefferson City, Mo.

Wholesaler: N. SCHEIDT
Jefferson City Mo.

1955 vs 1954
10 months

	1 9 5 3		1 9 5 4		1955 (Incl. 12)	
	Purchases	% Total	Purchases	% Total	% + — 1953	Purchases
Griesedieck	9,231.56	51.5	8,365.76	41.5	— 9.4	5,983.28
Falstaff	1,914.20	10.6	4,264.00	21.2	+ 120.0	4,832.42
Stag	3,598.92	20.1	3,520.40	17.5	— 2.2	3,487.64
*Schlitz	176.28	1.0	325.44	1.6	+ 84.6	258.40
Bud	3,008.93	16.8	3,669.40	18.2	+ 22.0	3,618.10
Total	17,929.89	100%	20,145.00	100%	+ 12.4	18,179.84

*On strike

	C O S T			C O N S U M E R P R I C E S					
	24-12 oz. Ret. Bottle	24-12 oz. Can	½'s On Premise Draught	O f f P r e m i s e					
				12 oz. Ret. Bottle 6	12	24	6	12	24
Griesedieck	2.60	3.12/3.14	20/25	1.05			1.05		
Falstaff	2.60/2.62	3.15/3.17	20/25	1.05			1.05		
Stag	2.60	3.12/3.12	20/25	1.05			1.05		
Schlitz	2.60	3.39/3.40	25/30	—			1.05		
Bud	3.1	3.39/3.40	25/30	1.15			1.15		

Respondent's Exhibit 62

ANCHOR LIQUORS
2525 N. Adams
Peoria, Ill.
Wombacher

G—thru March 8, 1952

HENRY—March 2, 1952 thru June 1954

Heller—June 1954

20¢ off per Case in 100 Cs. lots

	<i>G & G</i> 1950	<i>G & G</i> 1951	<i>G & G</i> <i>Jan. to</i> <i>Mar. 11</i> 1952	<i>McHenry</i> 1953	<i>McHenry</i> 1954	<i>Heller</i> 1955
a.	11.25	246.50	397.61	—	210.60	135.00
b.	91.50	255.20	169.25	326.80	161.88	82.85
c.	203.75	227.50	302.10	648.60	251.24	104.49
d.	196.25	313.45	358.13	323.90	326.11	301.59
e.	203.75	303.85	263.19	160.10	193.90	95.15
f.	358.75	389.50	626.41	335.80	506.46	464.31
g.	356.70	594.80	569.55	660.17	270.28	216.32
h.	309.95	544.55	327.55	321.70	396.86	199.07
i.	394.83	349.50	326.50	323.90	394.87	366.77
j.	195.00	314.35	400.30	81.15	258.49	147.70
k.	235.65	169.00	326.30	248.99	226.02	76.81
l.	186.00	376.56	325.55	324.94	—	—
	2,743.38	4,383.76	4,392.44	3,755.15	3,196.71	2,190.06
		3.0	2.8	2.4	2.2	
Gross Sales	98,311.27	144,436.55	155,665.34	154,909.22	142,840.75	

Griesedieck

% change 52-51 + .2

53-52 —14.5

54-53 —14.9

10 months 55-54 —28.8

Total Business

% change 52-51 — 7.8

53-52 — 0.5

54-53 — 7.8

10 Month Sales 118,161.02

10 months 55-54

10 months 54 2,970.69

55 2,113.25

Respondent's Exhibit 63

(846)

ANCHOR LIQUORS,**Peoria, Illinois***Gross Sales*

1953	\$154,909.22
1954	142,840.75
Percent of decline—7.8%	

Purchases of Griesedieck Brothers

1953	\$ 3,755.15
1954	3,196.71
Percent of decline 1954 over 1953—14.9%	

Purchase of Griesedieck Bros.

first 10 months 1954	\$ 2,970.69
----------------------	-------------

Purchases of Griesedieck Bros.

first 10 months 1955	\$ 2,113.25
Percent of decline 1955 over 1954—28.8%	

Respondent's Exhibit 64-A/H

Carthage, Missouri,
December 1, 1955.

Mr. H. F. Thompson,
319 South Garrison,
Carthage, Missouri.

Dear Mr. Thompson:

The following represents a computation of beers purchased by your company for the years 1953, 1954 and 1955 by months:

(847)

FALSTAFF

1953	<i>Returnable bottles</i>	<i>Cans</i>	<i>Total</i>
January	16	6	
February	15	18	
March	23	8	
April	10	13	
May	19	10	
June	41	50	
July	54	45	
August	32	35	
September	28	25	
October	30	40	
November	17	18	
December	15	34	
	<hr/> 300	<hr/> 302	602

Respondent's Exhibit 64

1954

January	14			24
February	17			21
March	34			47
April	39			40
May	41			46
June	67	62		76
July	56	62	1004	70
August	47		124	76
September	38		<hr/>	60
October	37		880	30
November	35			32
December	27			30

452

552 1004

Respondent's Exhibit 61

(848)

FALSTAFF—continued.

1955	Returnable bottles ¹	Cans
January	13	21
February	20	20
March	23	28
April	33	32
May	39	42
June	39	60
July	40	62
August	31	74
September	25	49
October	17	45
	280	433 713

STAG

1953	Returnable Bottles	Cans
January	None	None
February	None	3
March	None	3
April	1	9
May	None	10
June	None	85
July	None	48
August	None	15
September	None	27
October	None	16
November	None	15
December	None	10
	1	241 242

Respondent's Exhibit 64

1954

January	None	10
February	None	10
March	None	18
April	None	26
May	None	16
June	None	40
July	None	14
August	None	32
September	None	22
October	None	16
November	None	14
December	None	12

230 230

1955

January	None	12
February	None	18
March	None	14
		44

(849)

STAG continued.

1955	Returnable bottles	Cans	Total
		Fwd 44	
April	None	14	
May	None	26	
June	None	18	
July	None	24	
August	None	32	
September	None	16	
October	None	12	

186 186

Respondent's Exhibit 64

GRIESEDIECK

1953	Returnable bottles			Cans
January	20			126
February	18			112
March	25			166
April	22			124
May	40			197
June	53			510
July	25			363
August	36			310
September	37			217
October	30			193
November	44			137
December	37			110
	<hr/>	387		<hr/>
				2565 2952
1954				
January	21			140
February	24			131
March	24			178
April	30			196
May	26			180
June	57			289
July	48			299
August	43			252
September	47	38	2688	158 10 months
October	38	320	358	149 2330
November	23	<hr/>	<hr/>	169
December	15	358	2330	151
	<hr/>	396		<hr/>
				2292 2688

Respondent's Exhibit 64

1955

January	12	182
February	14	124
March	18	139
April	19	196
May	28	268
June	37	220
	128	1129
(850)		

GRIESEDIECK—continued.

1955	Returnable bottles	Cans
	128	1129
July	27	218
August	29	206
September	27	151
October	23	122 10 months
	234	1826 2060

BUSCH-LAGER

1955	Returnable bottles	Cans
April	None	4
May	None	32
June	None	30
July	None	4
August	None	12
September	None	6
October	None	None

Respondent's Exhibit 64

SCHLITZ

1953	Returnable bottles		Cans
January	7		57
February	1		53
March	None		90
April	None		84
May	None		81
June	21		40
July	None		None
August	2		118
September	1		118
October	None		84
November	1		83
December	None		62
	33		870 903
1954			
January	1		64
February	1		64
March	1		84
April	None		96
May	4		132
June	None	1427	152
July	1	179	182
August	2	—	178
September	3	1248	158
October	4		121
November	2	90	89
December	None	89	88
	19	179	1408 1427

Respondent's Exhibit 64

(851)

SCHLITZ—continued.

1955	<i>Returnable bottles</i>	<i>Cans</i>
January	2	94
February	3	85
March	None	87
April	3	133
May	1	247
June	3	172
July	8	303
August	2	282
September	None	149
October	None	159
	<hr/> 22	<hr/> 1711 1733

PABST

1953	<i>Returnable bottles</i>	<i>Cans</i>
January	19	71
February	2	96
March	None	114
April	2	91
May	1	114
June	None	None
July	None	None
August	None	56
September	None	124
October	None	62
November	None	48
December	None	59
	<hr/> 24	<hr/> 835 859

Respondent's Exhibit 64

1954				
January	3		48	
February	1		42	
March	4		60	
April	2		62	
May	None		67	
June	4		110½	
July	3		88	
August	3		89	
September	5		71	
October	1		58	
November	None	809	46	
December	None	88	42	
	26	721		783 809

1955				
January	None		47	
February	None		34	
				81

(852)

PABST—continued

1955	Returnable bottles	Cans	
		81	
March	1	84	
April	2	97	
May	None	101	
June	None	119	
July	None	101	
August	1	138	
September	1	83	
October	None	43	
	5		847 852

Respondent's Exhibit 64

BUDWEISER

1953	<i>Returnable bottles</i>			<i>Cans</i>
January	3			43
February	2			39
March	5			53
April	4			68
May	3			61
June	14			113
July	30			36
August	10			36
September	9			82
October	4			51
November	6			64
December	8			70
	98			716 814
1954				
January	5			54
February	6			64
March	4			97
April	12			99
May	15			132
June	19			172
July	23			143
August	24			156
September	23			170
October	12			82
November	16	19	1459	64
December	3	128	147	64
	162	147	1312	1297 1459
1955				
January	10			68
February	4			68
March	4			42
April	7			135
May	11			188

Respondent's Exhibit 64

(853)

BUDWEISER—continued.

1955	<i>Returnable bottles</i>	<i>Cans</i>
	36	
June	14	140
July	19	202
August	15	219
September	4	167
October	6	102
	<hr/> 94	<hr/> 1331 1425

MILLERS HIGH LIFE

1953	<i>Returnable bottles</i>	<i>Cans</i>
January	None	25
February	2	39
March	2	36
April	2	44
May	None	74
June	None	9
July	None	None
August	5	33
September	9	35
October	8	41
November	6	25
December	4	27
	<hr/> 38	<hr/> 388 426

Respondent's Exhibit 64

1954

January	3		18		
February	4		25		
March	5		32		
April	4		50		
May	5		39		
June	11		77		
July	14		72		
August	7		62		
September	5		38		
October	6		63		
November	6	611	43		
December	4	71	18		
	<hr/>	<hr/>	<hr/>		
	74	540	537	611	

1955

January	4	33
February	3	16
March	3	36
April	4	25
May	6	48
June	5	70
July	3	56

Respondent's Exhibit 64

(854)

MILLERS HIGH LIFE—continued.

1955	Returnable bottles	Cans
	28	
August	5	61
September	5	38
October	6	38
	<hr/> 44	<hr/> 421 465

Trusting this covers the information you requested, I
am

Very truly yours,

Dolores Wiggins
Dolores Wiggins

Respondent's Exhibit 65-A/C

H. F. THOMPSON—CARTHAGE, MISSOURI

	1953	<i>Percentage Total Purchases</i>	1954		<i>10 months 1954</i>	<i>10 months 1955</i>	
Fastaff	602	8.9	1,004	12.3	880	713	9.6
Stag	242	3.6	230	2.7	204	186	2.5
G.B.	2,952	43.4	2,688	32.7	2,330	2,060	27.7
Schultz	903	13.3	1,427	17.3	1,248	1,733	23.3
Polst	859	12.6	809	9.8	721	852	11.5
Bellweiser	814	12.0	1,459	17.8	1,312	1,425	19.2
Müller Hi Life	426	6.2	611	7.4	540	465	6.2
	<u>6,798</u>	<u>100.0</u>	<u>8,228</u>	<u>100%</u>	<u>7,235</u>	<u>7,434</u>	<u>100%</u>
	+ 21%				+ 2.8		

Respondent's Exhibit 65

H. F. THOMPSON—Carthage, Missouri

	FALSTAFF			STAG			GRIESEDIECK			SCHLITZ			PABST		
	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955	1953	1954	1955
January	22	38	34	0	10	12	146	161	194	64	65	96	90	51	47
February	33	38	40	3	10	18	130	155	158	54	65	88	98	43	34
March	31	81	51	3	18	14	191	202	157	90	85	87	114	64	85
April	23	79	65	10	26	14	146	226	215	84	96	136	93	64	99
May	29	87	81	10	16	26	237	206	296	81	136	248	115	67	101
June	91	143	99	85	40	18	563	346	257	61	152	175	—	114	119
July	99	126	102	48	14	24	388	347	245	—	183	311	—	91	101
August	67	123	105	15	32	32	346	295	235	120	180	284	56	92	139
Sept.	53	98	74	27	22	16	254	205	178	119	161	149	124	76	84
Oct.	70	67	62	16	16	12	223	187	145	84	125	159	62	59	43

Nov.	35	67		15	14		181	192	2330	84	91		48	46	
Dec.	49	57		10	12		147	166		62	88		59	42	
	602 es.	1004 es.	731 es.	242	230		2952	2688	2080	903	1427		859	809	

+ 667
54
59.9% over
→ 53
to be
exact

—89
decrease
1954
over
1953
43%
of
total
beer
bought
in '53
Last
8 months
of '54
a decrease
of
—126

←
10 mo. —10.7
1955
v.
10 mo. 1954

II. F. THOMPSON—CARTHAGE, MISSOURI

25

	BUDWEISER			MILLER HIGH LIFE			TOTAL			
	1953	1954	1955	1953	1954	1955	1953	1954	10 months 1954	1955
January	46	59	78	25	21	37				
Feb.	41	70	72	41	29	19				
March	58	101	46	38	37	39				
April	72	111	142	46	54	29				
May	64	147	199	74	44	54				
June	127	191	154	9	88	75				
July	66	166	221	—	86	59				
August	46	180	224	38	69	66				
September	91	193	171	44	43	43				
October	55	94	108	49	69	44				
November	70	80		31	49					
December	78	67		31	22					
Total	814	1,459		426	611		6,798	8,228	7,235	7,434
		up						21%		up 2.8%
		79.2% increase						inc. over		inc. over
		54						1953		1954
		over								
		53								

Respondent's Exhibit 63

1967

Respondent's Exhibit 66

(858)

		1 9 5 2				
	<i>1/2 Bbls.</i>	<i>Pts.</i>	<i>Jr.</i>	<i>Cans</i>	<i>Qts.</i>	
Bud	502	88		121		26
Schlitz		73	74	104		20
Stag		1,080		411	169	150
Falstaff		237		93		30
Griesedieck		368		123		40

		1 9 5 3				
	<i>1/2 Bbls.</i>	<i>Pts.</i>	<i>Jr.</i>	<i>Cans</i>	<i>Qts.</i>	
Bud	422	82		150		20
Schlitz		73	85	135		20
Stag		1,328		440	131	
Falstaff		384		133		
Griesedieck		344		156		

		1 9 5 4				
	<i>1/2 Bbls.</i>	<i>Pts.</i>	<i>Jr.</i>	<i>Cans</i>	<i>Qts.</i>	
Bud	300	77		110		
Schlitz		42	64	90		
Stag		1,085		327	145	
Falstaff		476		287		
Griesedieck		192		87	Heller	

COOKIE BLAIR TAVERN

3101 So. Adams

Peoria, Ill.

Respondent's Exhibit 67

COOKIE BLAIR

3101 S. Adams

Peoria, Illinois

	1952		1953			1954		
	<i>Pur. in Cases</i>	<i>% of Total</i>	<i>Pur. in Cases</i>	<i>% Change Prev. Year</i>	<i>% of Total</i>	<i>Pur. in Cases</i>	<i>% Change Prev. Year</i>	<i>% of Total</i>
Badweiser	209	7.1	232	+ 11.	6.8	187	- 19.4	6.3
Schlitz	251	8.4	293	+ 16.7	8.5	196	- 33.0	6.6
Stag	1,660	56.4	1,809	+ 14.4	55.2	1,557	- 18.0	52.2
Falstaff	330	11.2	517	+ 56.6	15.	763	+ 47.6	25.5
Griesedieck	491	16.7	500	+ 1.8	14.5	279	- 44.2	9.4
TOTAL	2,941	100.0	3,441	+ 17.	100.0	2,982	- 13.3	100.0

(861) **Respondent's Exhibit 68-A/C**

FALSTAFF, 1953

	<i>Pt. Bottles</i>		<i>Cases</i>	
	<i>Cases</i>	<i>\$2.60 pr case</i>	<i>Cans</i>	<i>\$3.19 pr case</i>
Jan.	20	\$52.00	10	\$31.90
Feb.	15	39.00	11	35.09
Mar.	13	33.80	8	25.52
Apr.	15	39.00	5	15.95
May	21 ^{1/2}	54.60	6	19.14
June	23	59.80	5	15.95
July	35	91.00	10	31.90
Aug.	29	75.40	9	28.71
Sept.	30	78.00	9	28.71
Oct.	43	108.80	5	15.95
Nov.	33	85.80	2	6.38
Dec.	26	67.60	2	6.38

Selling Price

Bottles 20¢ — Cans 20¢

6 pk \$1.10

Respondent's Exhibit 68

(862)

FALSTAFF 1954

Pt. Bottles

	<i>Cases</i>	<i>\$2.60</i>	<i>Cases</i>	<i>\$3.19 Cans</i>
Jan.	29	\$75.40	3	\$ 9.54
Feb.	27	70.20	0	
March	18	46.80	4	12.72
April	28	72.80	9	28.71
May	18	46.80	10	31.90
June	27	70.20	14	44.66
July	25	65.00	18	57.42
Aug.	28	72.80	24	76.56
Sept.	17	44.20	17	54.23
Oct.	16	41.60	16	51.04
Nov.	13	33.80	12	38.28
Dec.	16	44.20	16	51.04

Selling Price

Bottles 20¢ — Cans 20¢

6 pk \$1.00

Respondent's Exhibit 68

(863)

FALSTAFF 1955

	<i>Pt. Bottles</i>			
	<i>Cases</i>	<i>\$2.60 per case</i>	<i>Cases Cans</i>	<i>\$3.19</i>
Jan.	15	\$39.00	16	\$51.04
Feb.	20	52.00	12	38.28
Mar.	12	31.20	16	51.04
Apr.	21	54.60	24	76.56
May	27	70.20	22	70.18
June	32	83.20	24	76.56
July	25	65.00	40	127.60
Aug.	29	75.40	38	121.22
Sept.	22	57.20	46	139.46
Oct.	18	46.80	28	89.32
Nov.	17	44.20	28	89.32

Selling price same as 1954

Respondent's Exhibit 69-A/C

(864)

BLUE RIBBON 1953

	<i>Pt. Bottles</i>	
	<i>Case</i>	<i>\$3.25 Case</i>
Jan.	1	\$3.25
Feb.	1	3.25
Mar.	2	6.50
Apr.	3	9.75
May	1	3.25
June	0	
July	0	
Aug.	9	29.75
Sept.	3	9.75
Oct.	2	6.50
Nov.	2	6.50
Dec.	0	

Bottles

Selling Price 25¢

Respondent's Exhibit 69

(865)

BLUE RIBBON 1954

	<i>Pt. Bottles</i>	
	<i>Cases</i>	<i>\$3.25</i>
Jan.	5	\$16.25
Feb.	3	9.75
Mar.	0	
Apr.	0	
May	0	
June	2	6.50
July	2	6.50
Aug.	2	6.50
Sept.	2	6.50
Oct.	2	6.50
Nov.		
Dec.		

Selling price same as 1953

Respondent's Exhibit 69

(866)

BLUE RIBBON 1955

	<i>Cases</i>	<i>\$3.25</i>
Jan.	5	\$13.00
Feb.	8	26.00
Mar.	11	35.75
Apr.	15	48.75
May	13	42.25
June	16	52.00
July	14	45.50
Aug.	18	58.50
Sept.	14	45.50
Oct.	12	39.00
Nov.	16	52.00

Selling price same as 1954

Respondent's Exhibit 70-A/C

(867)

S T A G 1 9 5 3

	<i>Pt. Bottles</i>		<i>Cans</i>	
	<i>Cases</i>	<i>\$2.60 per case</i>	<i>Cases</i>	<i>\$3.19</i>
Jan.	9	\$23.40	3	9.54
Feb.	21	54.60	0	
Mar.	13	33.80	1	3.19
Apr.	21	54.60	0	
May	8	20.80	2	6.38
June	17	44.20	3	12.80
July	30	78.00	8	25.60
Aug.	26	67.60	6	19.14
Sept.	31	80.60	5	15.95
Oct.	41	106.60	0	
Nov.	24	62.40	0	
Dec.	19		0	

Selling Price

Bottles 20¢ — Cans 20¢

6 pk. \$1.10

Respondent's Exhibit 70

(868)

S T A G 1 9 5 4

	<i>Pt. Bottles</i>			<i>\$3.19</i>
	<i>Cases</i>	<i>\$2.60</i>	<i>Cases</i>	<i>Cans</i>
Jan.	15	\$39.00	0	
Feb.	16	41.60	0	
Mar.	19	49.40	2	6.38
Apr.	16	41.60	4	12.72
May	15	39.00	0	
June	18	46.80	4	12.72
July	14	36.40	4	12.72
Aug.	36	93.60	12	38.18
Sept.	21	54.60	6	19.08
Oct.	12	31.20	8	25.45
Nov.	17	44.20	6	19.08
Dec.	14	36.40	6	19.08

Bottles 20¢ — Cans 20¢

6 pk. \$1.00

Respondent's Exhibit 70

(869)

S T A G 1 9 5 5

Pt. Bottles

		<i>\$2.60</i>	<i>Cases Cans</i>	<i>\$3.19</i>
	23	\$59.80	4	\$12.76
Feb.	21	54.60	6	19.14
Mar.	22	57.20	10	31.90
Apr.	16	41.60	20	63.80
May	17	44.20	14	44.66
June	13	33.80	14	44.66
July	14	36.40	16	51.04
Aug.	14	36.40	16	51.04
Sept.	15	39.00	14	44.66
Oct.	9	23.40	14	44.66
Nov.	7	18.20	16	51.04

Same as 1954

Respondent's Exhibit 71-A/D

(870)

BUDWEISER 1953**18th St. Bar, 1802 Main***Pt. Bottles*

	<i>Cases</i>	<i>\$3.25 per case</i>	<i>Cans</i>	<i>\$3.59 per case</i>
Jan.	17	\$55.25	2	\$ 7.18
Feb.	21	75.39	3	10.77
Mar.	18	58.50	4	14.36
Apr.	28	91.00	6	21.54
May	15	48.75	6	21.54
June	29	94.25	8	28.72
July	37	120.25	5	17.95
Aug.	19	61.65	5	17.95
Sept.	38	123.50	0	
Oct.	25	81.25	0	
Nov.	22	71.50	0	
Dec.	22	71.50		

Selling Price

Bottles 25¢ — Cans 25¢

6 pk. \$1.25

Respondent's Exhibit 71

(871)

18th St. Bar

BUDWEISER 1954

	<i>Cases</i>	<i>Pt. Bot. \$3.25</i>	<i>Cans</i>	<i>\$3.59</i>
Jan.	28	\$91.00	0	
Feb.	20	65.00	0	
Mar.	19	61.75	3	10.77
Apr.	27	87.75	2	7.18
May	22	71.50	6	21.54
June	39	126.75	6	21.54
July	29	94.25	2	7.18
Aug.	36	117.00	6	21.54
Sept.	19	61.75	6	21.54
Oct.	17	55.25	2	7.18
Nov.	23	74.75	6	21.54
Dec.	28	81.25	7	25.13

Selling Price

Bottles 25¢ — Cans 25¢

6 pk. \$1.25

Respondent's Exhibit 71

(872)

18th St. Bar

BUDWEISER 1955

		<i>Pt. Bottles</i>				
		<i>\$3.25</i>	<i>Cases</i>			
<i>Cases</i>		<i>pr Case</i>	<i>Cans</i>	<i>\$3.59</i>	<i>1½ bbl.</i>	<i>\$11.35</i>
Jan.	19	\$61.75	8	\$28.52		
Feb.	31	100.75	6	21.54		
Mar.	27	87.75	12	43.08	9	\$129.15
Apr.	49	159.25	14	53.26	12	172.20
May	51	165.75	16	57.44	11	157.85
June	42	136.50	12	43.08	12	172.20
July	27	87.75	20	71.80	11	157.85
Aug.	36	117.00	20	71.80	12	172.20
Sept.	32	104.00	16	57.44	8	114.80
Oct.	22	71.50	14	46.67	6	86.10
Nov.	36	117.00	12	43.08	11	157.85

Selling Price

Same as 1953

Respondent's Exhibit 71

(873)

18th St. Bar

B U S C H 1 9 5 5

	<i>\$3.19 pr Case</i>	
	<i>Bottles</i>	<i>Cases Cans</i>
Jan.		
Feb.		
Mar.		
Apr.	22	70.18
May	14	44.66
June	13	41.47
July	20	63.80
Aug.	24	76.56
Sept.	16	51.04
Oct.	10	31.90
Nov.	8	25.52

Respondent's Exhibit 74-A/C

(879)

MILLERS HIGH LIFE 1953

	<i>Pt. Bottles</i>	
	<i>Cases</i>	<i>\$3.25</i>
Jan.	6	\$19.50
Feb.	4	13.00
Mar.	4	13.00
Apr.	5	16.25
May	5	16.25
June	4	13.00
July	0	
Aug.	3	9.75
Sept.	3	9.75
Oct.	11	35.75
Nov.	5	16.25
Dec.	2	7.18

Selling Price

Bottles 25¢

Respondent's Exhibit 74

(880)

MILLERS HIGH LIFE 1954

	<i>Pt. Bottles</i>	
	<i>Cases</i>	<i>\$3.25 pr Case</i>
Jan.	2	\$ 6.50
Feb.	3	9.75
Mar.	4	13.00
Apr.	1	3.25
May	3	9.75
June	3	9.75
July	4	13.00
Aug.	10	32.50
Sept.	6	19.50
Oct.	4	13.00
Nov.	3	9.75
Dec.	3	9.75

Selling Price

Same as 1953

Respondent's Exhibit 74

(881)

MILLERS HIGH LIFE 1955

	<i>Pt. Bottles</i>	
	<i>Case</i>	<i>\$3.25</i>
Jan.	5	\$16.25
Feb.	2	6.50
Mar.	3	9.75
Apr.	3	9.75
May	2	6.50
June	2	6.50
July	4	13.00
Aug.	3	9.75
Sept.	4	13.00
Oct.	2	6.50
Nov.	3	9.75

Selling Price

Same as 1953-1954

Respondent's Exhibit 75-A/C

(882)

MEUHLEBACH 1953

		<i>Pt. Bottles</i>			
				<i>Cases</i>	
	<i>Cases</i>	<i>\$2.50</i>	<i>Case</i>	<i>Cans</i>	<i>\$3.19</i>
Jan.				37	\$118.03
Feb.				31	97.70
Mar.				29	92.50
Apr.				46	146.74
May				26	82.94 <i>\$3.15</i>
June				45	141.75 <i>pr case</i>
July				47	148.05
Aug.				29	92.50
Sept.				31	95.70
Oct.	12	30.00		16	50.40
Nov.	12	30.00		4	12.60
Dec.	13	32.50		2	6.30

Selling Price

Bottles 20¢ — Cans 20¢

6 pk. \$1.00

Respondent's Exhibit 75

(883)

MEUHLEBACH 1954

	<i>Cases</i>	<i>\$2.50 per Case</i>	<i>Cases Cons</i>	<i>\$3.15</i>
Jan.	21	\$52.50	3	\$ 9.45
Feb.	14	35.00	2	6.30
Mar.	9	22.50	1	3.15
Apr.	0		18	56.70
May			14	44.10
June			30	94.50
July			27	85.05
Aug.			25	78.75
Sept.			11	34.65
Oct.			8	25.20
Nov.			10	31.50
Dec.			8	25.20

Selling Price

Same as 1953

Respondent's Exhibit 75

(884)

MEUHLEBACH 1955

	<i>Pt. Bottles</i>		<i>Cases Cans</i>	<i>\$2.15</i>
	<i>Cases</i>	<i>\$2.50 per Case</i>		
Jan.			8	\$25.20
Feb.			20	63.00
Mar.			6	18.90
Apr.			10	31.50
May			14	44.10
June	1	\$ 2.50	10	31.50
July	11	27.50		
Aug.	9	22.50		
Sept.	4	10.00		
Oct.	3	7.50		
Nov.	5	12.50		

Selling Price

Same as 1953

Respondent's Exhibit 76-A/C

(885)

18th St. Bar

SCHLITZ 1953

		<i>\$3.25</i>	<i>Cases Cans</i>	<i>\$3.59</i>	<i>1½ bbl.</i>	<i>\$14.35 Pr. bbl.</i>
Jan.	42	\$136.50	7	\$25.13	9	\$129.15
Feb.	24	78.00	10	35.90	8	114.80
Mar.	26	84.50	4	14.36	7	100.45
Apr.	27	87.25	6	21.54	8	114.80
May	17	55.25	8	26.00	6	86.10
June	27	87.75	6	15.90	9	129.15
July	8	26.00	0		9	129.15
Aug.	28	91.00	16	57.44	8	114.80
Sept.	18	58.50	6	15.90	10	143.50
Oct.	28	91.00	1	3.59	11	157.85
Nov.	17	55.25			8	114.80
Dec.	15	48.75			8	114.80

Selling Price

Bottles 25¢ — Cans 25¢

6 pk. \$1.25

Draught Beer 10¢ glass

Respondent's Exhibit 76

(886)

SCHLITZ 1954

 $1\frac{1}{2}$ bbl.

Jan.	23	\$74.75	0		8	\$114.80
Feb.	20	65.00	0		6	86.10
Mar.	14	45.50	2	7.18	7	100.47
Apr.	19	61.65	8	28.72	10	143.50
May	16	52.00	10	35.90	9	129.17
June	13	42.25	6	21.50	8	114.80
July	12	39.00	4	14.36	7	100.47
Aug.	14	45.50	10	35.90	11	157.87
Sept.	14	45.50	6	21.54	10	143.50
Oct.	10	32.50	6	21.54	7	100.47
Nov.	11	35.75	8	28.72	5	71.75
Dec.	7	22.75	4	16.36	6	86.10

Selling Price

Same as 1953

Respondent's Exhibit 76

(887)

S C H L I T Z 1 9 5 5

Pt. Bottles

		<i>Cases</i>	\$3.25		\$3.59 <i>Cans</i>	$\frac{1}{2}$ bbl.	
Jan.	10	\$32.50	6	\$21.54	5	\$71.75	
Feb.	11	35.75	2	7.18	5	71.75	
Mar.	8	26.00	4	14.36			
Apr.	22	71.50	6	21.54			
May	16	52.00	3	10.77			
June	24	78.00	4	14.36			
July	29	94.25	2	7.18			
Aug.	17	55.25	0				
Sept.	12	39.00	0				
Oct.	10	32.50	0				
Nov.	11	35.75	0				

Selling Price

Same as 1953-1954

(888)

Respondent's Exhibit 77-A/C

GREISIDIECK 1953

	<i>Pt. Bottles</i>			
	<i>Cases</i>	<i>\$2.60 per Case</i>	<i>Cases Cans</i>	<i>\$3.18</i>
Jan.	64	\$166.40	25	\$ 79.52
Feb.	56	145.60	15	47.52
Mar.	69	179.40	25	79.52
Apr.	40	164.00	46	146.32
May	56	145.60	21	66.80
June	60	156.00	48	152.64
July	60	156.00	70	222.76
Aug.	50	130.00	50	159.04
Sept.	79	206.40	58	184.50
Oct.	57	148.20	36	114.84
Nov.	61	158.60	20	63.80
Dec.	50	130.00	11	34.99

Selling Price

Bottles 20¢ — Cans 20¢

6 pk. \$1.10

1293

Respondent's Exhibit 77

(889)

GREISDIECK 1954

	<i>Pt. Bottles</i>		<i>Cases</i>	
	<i>Cases</i>	<i>\$2.60 per Case</i>	<i>Cans</i>	<i>\$3.19</i>
Jan.	61	\$158.60	18	\$ 57.26
Feb.	44	114.40	25	79.52
Mar.	53	137.80	15	47.72
Apr.	54	140.40	18	57.26
May	53	137.80	15	47.72
June	55	143.00	25	79.52
July	30	93.60	32	101.80
Aug.	55	143.00	36	114.52
Sept.	34	88.40	23	73.16
Oct.	36	93.60	21	66.99
Nov.	34	88.40	16	51.04
Dec.	21	54.60	20	63.80

Selling Price

Bottles 20¢ — Cans 20¢

6 pk. \$1.00

Respondent's Exhibit 77

(890)

GREISIDIECK 1955

	<i>Pt. Bottles</i>		<i>Cases</i>	
	<i>Cases</i>	<i>\$2.60 per Case</i>	<i>Cans</i>	<i>\$3.19</i>
Jan.	24	\$ 62.40	16	\$ 51.04
Feb.	29	75.40	15	47.85
Mar.	31	80.60	23	73.37
Apr.	35	91.00	17	54.23
May	47	122.20	25	79.75
June	32	83.20	25	79.75
July	33	85.80	32	101.80
Aug.	40	104.00	34	108.46
Sept.	34	88.40	28	89.32
Oct.	19	49.40	18	57.42
Nov.	32	83.20	18	57.42

Selling Price

Same as 1954

Respondent's Exhibit 78

(891)

RAY WILKS**Joplin, Mo.****Total Beer Purchases**

1953	\$9,423.90
1954	7,348.22

Percent decline 1954 from 1953-- 22%

**G-B Purchases by month
1953 and 1954**

<i>Month</i>	<i>1953</i>	<i>1954</i>	<i>% Decline</i>
Jan.	245.92	215.86	12.23
Feb.	193.12	193.92	
March	258.92	185.52	28.35
Apr.	310.32	197.66	36.30
May	212.40	185.52	12.65
June	308.69	222.52	27.91
July	378.76	195.40	48.41
Aug.	289.04	257.52	10.91
Sept.	390.90	161.56	58.67
Oct.	263.04	160.59	38.95
Nov.	222.40	139.44	37.30
Dec.	164.99	118.40	28.24
Total	3238.50	2233.91	31.02

Respondent's Exhibit 79-A/K

(892)

Richard E. Curran Jr. DBA

Jr's. Tavern

205 E. Wash. St.

Springfield, Ill.

Purchases—1953

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
Millers— E & F Dist. Co.			
2-27-53	1 Case	48 Cans	7.12
“	1 “	24 “	3.09
4-17-53	1 “	24/12 Oz.	4.11
“	1 “	K. K.	7.12
10- 8-53	1 “	36/6 Oz.	3.95
“	1 “	K. K.	7.58
10- 9-53	1 “	“	7.12
12-21-53	1 “	“	7.58
Total			\$ 47.67

Pabst Blue Ribbon—
H. E. Maurer Dist. Co.

3-20-53	3 Cases	7 Oz.	12.33
5-14-53	1 “		3.77
5- 7-53	2 “	7 Oz.	8.22
“	2 “	Cans	7.12
6- 5-53	2 “	7 Oz.	8.22
9- 4-53	2 “	Cans	7.12
11- 9-53	1 “	8/6 Cans	7.58
12-11-53	2 “	“	15.16
Total			\$ 69.52

Respondent's Exhibit 79

Griesedieck—W. F. McHenry & Co.

<i>Date</i>	<i>Quantity</i>		<i>Size</i>	<i>Total Cost</i>
1- 2-53	8 Cases		12 Oz.	26.16
1- 9-53	5 "		"	16.35
1-16-53	6 "		"	19.62
1-30-53	5 "	—	"	16.35
1-23-53	5 "	29	"	16.35
2- 6-53	8 "		"	26.16
2-13-53	8 "		"	26.16
2-20-53	8 "	—	"	26.16
2-27-53	8 "	32	"	26.16
3-12-53	10 "		"	32.70
3- 6-53	5 "		"	16.35
3-19-53	10 "	—	"	32.70
3-26-53	15 "	40	"	49.05
4-10-53	5 "		"	16.35
"	5 "		Cans	16.20
4-24-53	10 "		12 Oz.	32.70
"	3 "		Cans	9.72
4-17-53	10 "		12 Oz.	32.70

(893)

4-30-53	5 Cases	—	12 Oz	16.35
"	5 "	43	Cans	16.20
5-28-53	5 "		12 Oz.	16.35
5-21-53	10 "		"	32.70
5-14-53	6 "	—	"	19.62
5- 7-53	10 "	31	"	32.70
6- 5-53	5 "		"	16.35
"	1 "		32 Oz.	3.51
"	5 "		Cans	16.20
6-26-53	5 "		"	16.20
6-19-53	10 "	—	12 Oz.	32.70
"	1 "	27	32 Oz.	3.51
7- 1-53	10 "		12 Oz.	32.70

Respondent's Exhibit 79

<i>Date</i>	<i>Quantity</i>		<i>Size</i>	<i>Total Cost</i>
7-30-53	5 "		"	16.35
"	5 "		Cans	16.20
7-17-53	5 "		12 Oz.	16.35
7- 9-53	5 "		12 Oz.	16.35
"	2 "		32 Oz.	7.02
"	5 "		Cans	16.20
7-23-53	10 "		12 Oz.	32.70
"	2 "	—	Cans	6.48
7- 3-53	5 "	54	"	16.20
8- 6-53	5 "		12 Oz.	16.35
8-13-53	5 "		"	16.35
"	2 "		Cans	6.48
8-20-53	5 "		12 Oz.	16.35
"	3 "	—	Cans	9.72
8-27-53	8 "	28	12 Oz.	26.16
9-17-53	8 "		"	26.16
9-10-53	5 "		"	16.35
9- 3-53	8 "		"	26.16
"	2 "		Cans	6.48
9-24-53	5 "	—	12 Oz.	16.35
"	2 "	30	Cans	6.48
10- 1-53	5 "		12 Oz.	16.35
10-29-53	8 "		"	26.16
10- 8-53	8 "		"	26.16
10-15-53	8 "	—	"	26.16
10-22-53	5 "	34	"	16.35
11-12-53	8 "		"	26.16
11-19-53	8 "		"	26.16
11- 5-53	8 "	—	"	26.16
11-25-53	8 "	32	"	26.16
12-17-53	10 "		"	32.70
12-23-53	7 "		"	22.80
"	6 "		Cans	9.72

Respondent's Exhibit 79

(894)

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
12- 3-53	8 Cases	12 oz.	26.16
" "	2 "	6 Pk.	12.96
12-30-53	5 "	12 Oz.	16.35
12- 8-53	10 "	— "	32.70
"	2 "	50 6 Pk.	12.96
Total			\$1,408.53

Gold Top—Reisch Brewing Co.

1- 2-53	2 Halves	Draught	24.00
1- 5-53	2 "	"	24.00
"	5 Cases	2 Doz.	14.35
1- 9-53	2 Halves	Draught	24.00
"	1 "	"	12.00
1-12-53	1 "	"	12.00
1-16-53	2 "	"	24.00
1-19-53	2 "	"	24.00
1-24-53	1 "	"	12.00
1-25-53	1 "	"	12.00
1-26-53	2 "	"	24.00
"	3 Cases	2 Doz.	8.61
1-30-53	1 Halves	Draught	12.00
1-23-53	2 "	"	24.00
2- 2-53	2 "	"	24.00
2- 5-53	2 "	"	24.00
2- 6-53	1 "	"	12.00
2- 9-53	1 "	"	12.00
"	3 Cases	2 Doz.	8.61
2-13-53	2 Halves	Draught	24.00
2-16-53	1 "	"	12.00
"	4 Cases	2 Doz.	11.48
2-23-53	2 Halves	Draught	24.00
"	4 Cases	1 Doz.	6.00
"	2 "	2 Doz.	5.74

Respondent's Exhibit 79

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
2-25-53	1 Halves	Draught	12.00
2-20-53	2 "	"	24.00
2-27-53	1 "	"	12.00
3-13-53	2 "	"	24.00
3- 9-53	2 "	"	24.00
"	2 Cases	2 Doz.	5.74
3- 6-53	2 Halves	Draught	24.00
3-16-53	2 "	"	24.00
"	3 Cases	2 Doz.	8.61
3-18-53	3 Halves	Draught	36.00
"	3 Cases	2 Doz.	8.61

(895)

3-23-53	2 Halves	Draught	24.00
3-27-53	2 "	"	24.00
3-30-53	1 Halves	"	12.00
3- 2-53	1 "	"	12.00
4-10-53	2 "	"	24.00
4-13-53	2 "	"	24.00
"	10 Cases	2 Doz.	28.70
4-24-53	2 Halves	Draught	24.00
4-27-53	3 "	"	36.00
"	5 Cases	2 Doz.	14.35
4-20-53	2 Halves	Draught	24.00
4-17-53	2 "	"	24.00
4- 3-53	2 "	"	24.00
4- 6-53	2 "	"	24.00
5- 1-53	2 "	"	24.00
5- 4-53	1 "	"	12.00
5- 6-53	2 "	"	24.00
5- 8-53	2 "	"	24.00
5-11-53	2 "	"	24.00
5-15-53	2 "	"	24.00
5-18-53	2 "	"	24.00
5-22-53	2 "	"	24.00
5-29-53	2 "	"	24.00

Respondent's Exhibit 79

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
5-25-53	2 "	"	24.00
6-19-53	2 "	"	24.00
6-29-53	2 "	"	24.00
6- 1-53	2 "	"	24.00
"	5 Cases	2 Doz.	14.35
6- 5-53	2 Halves	Draught	24.00
6-28-53	1 "	"	12.00
6-26-53	2 "	"	24.00
6-22-53	2 "	"	24.00
"	5 Cases	2 Doz.	14.35
6-15-53	3 Halves	Draught	36.00
6-12-53	1 "	"	12.00
6-11-53	2 "	"	24.00
7-27-53	2 "	"	24.00
"	5 Cases	2 Doz.	14.35
7-31-53	2 Halves	Draught	24.00
7-20-53	1 "	"	12.00
"	4 Cases	1 Doz.	6.00
7-24-53	2 Halves	Draught	24.00
7- 9-53	3 "	"	36.00
7-17-53	2 "	"	24.00
"	5 Cases	2 Doz.	14.35
7-18-53	2 Halves	Draught	24.00
(896)			
7- 6-53	2 Halves	Draught	24.00
"	5 Cases	"	14.35
7- 3-53	2 Halves	Draught	24.00
8- 3-53	1 "	"	12.00
8- 7-53	1 "	"	12.00
8-19-53	2 "	"	24.00
"	5 Cases	2 Doz.	14.35
8-14-53	2 Halves	Draught	24.00
8-17-53	2 "	"	24.00
8-21-53	2 "	"	24.00

Respondent's Exhibit 79

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
8-28-53	2 "	"	24.00
8-31-53	2 "	"	24.00
8-24-53	1 "	"	12.00
"	3 Cases	2 Doz.	8.61
9- 9-53	1 Halves	Draught	12.00
"	5 Cases	2 Doz.	14.35
9-28-53	1 Halves	Draught	12.00
"	5 Cases	2 Doz.	14.35
9-25-53	1 Halves	Draught	12.00
9-21-53	2 "	"	24.00
9-18-53	2 "	"	24.00
9-14-53	1 "	"	12.00
9-11-53	1 "	"	12.00
9- 4-53	2 "	"	24.00
10- 2-53	1 "	"	12.00
10- 5-53	3 "	"	36.00
10- 9-53	1 "	"	12.00
10-12-53	2 "	"	24.00
10-16-53	1 "	"	12.00
10-19-53	1 "	"	12.00
"	5 Cases	2 Doz.	14.35
10-26-53	1 Halves	Draught	12.00
10-23-53	2 "	"	24.00
10-30-53	1 "	"	12.00
11- 5-53	2 "	"	24.00
11- 6-53	1 "	"	12.00
"	5 Cases	2 Doz.	14.35
11- 9-53	1 Halves	Draught	12.00
11-30-53	2 "	"	24.00
"	5 Cases	2 Doz.	14.35
11-23-53	2 Halves	Draught	24.00
11-20-53	1 "	"	12.00
11-16-53	1 "	"	12.00
"	5 Cases	2 Doz.	14.35
11-13-53	2 Halves	Draught	24.00
12-11-53	1 "	"	12.00

Respondent's Exhibit 79

(897)

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
12-18-53	2 Halves	Draught	24.00
12-21-53	1 "	"	12.00
"	5 Cases	2 Doz.	14.35
12-14-53	1 Halves	Draught	12.00
"	3 Cases	2 Doz.	8.61
12-28-53	1 Halves		12.00
12-31-53	1 "		12.00
12-24-53	1 "		12.00
12- 4-53	1 "		12.00
12- 9-53	2 "		24.00
Total			\$2,562.57

Blatz—Stelte Dist. Co.

2-25-53	2 Cases	36/7 Oz.	8.30
Total			\$ 8.30

Stag—Stag Sales Co.

1- 8-53	3 Cases	24 Cans	9.72
"	2 "	7 Oz.	7.24
1-26-53	5 "	10 Bottles	16.35
2-26-53	5 "	"	16.35
2-20-53	5 "	"	16.35
2-12-53	4 "	"	13.08
2- 6-53	3 "	"	9.81
"	2 "	19 24 Cans	6.48
3-27-53	5 "	Bottles	16.35
"	1 "	8/6	6.48
3-19-53	5 "	Bottles	16.35
3- 6-53	2 "	8/6	12.96

Respondent's Exhibit 79

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
3-11-53	5 " 18	Bottles	16.35
4-30-53	6 " "	"	19.62
4- 9-53	5 " "	"	16.35
"	1 " "	8/6	6.48
4-16-53	5 " —	Bottles	16.35
4-23-53	2 " 19	8/6	12.96
5-21-53	6 " —	Bottles	19.62
5- 7-53	6 " 12	"	19.62
6-25-53	5 " "	"	16.35
6-19-53	5 " "	"	16.35
6- 4-53	5 " —	"	16.35
"	2 " 17	8/6	12.96
7-17-53	5 " "	Bottles	16.35

(898)

7-17-53	1 Cases	8/6	6.48
7- 8-53	2 " —	"	12.96
7-22-53	5 " 13	Bottles	16.35
8-26-53	5 " 5	"	16.35
9-16-53	5 " "	"	16.35
9-30-53	5 " "	"	16.35
9- 1-53	5 " —	"	16.35
"	2 " 17	8/6	12.96
10-14-53	5 " "	Bottles	16.35
10-21-53	5 " "	"	16.35
"	1 " —	8/6	6.48
10-28-53	2 " 13	"	12.96
11- 9-53	8 " —	Bottles	26.16
11-25-53	8 " 16	"	26.16
12- 6-53	5 " "	"	16.35
12-10-53	10 " "	"	32.70
12- 2-53	2 " —	8/6	12.96
12-23-53	5 " 22	Bottles	16.35

Total

\$ 650.20

Respondent's Exhibit 79

Falstaff—Starr Bros. Inc.

<i>Date</i>	<i>Quantity</i>		<i>Size</i>	<i>Total Cost</i>
1-30-53	1 Case	—	8/6	6.48
1- 8-53	4 “	5	Bottles	13.08
2-20-53	4 “	—	“	13.08
2- 6-53	4 “	8	“	13.08
		—		
3-20-53	4 “	4	“	13.08
		—		
4-10-53	5 “	5	“	16.35
		—		
5-15-53	4 “	4	“	13.08
6- 5-53	4 “	—	“	13.08
“	1 “	5	8/6	6.48
		—		
7- 3-53	4 “	4	Bottles	13.08
8-21-53	4 “		“	13.08
9-18-53	4 “		“	13.08
11-20-53	4 “		“	13.08
12-24-53	4 “		“	13.08
“	1 “		8/6	6.48
Total				\$ 179.67

(899)

Schlitz—Shelton Dist. Co.

1-22-53	3 Cases	36/7	12.45
1-15-53	5 “	24/12	20.55
1- 2-53	4 “	36/7	16.60
1-29-53	2 “	24/12	8.22
“	1 “	8/6	7.12
“	2 “	36/7	8.30
2-23-53	5 “	24/12	20.55
2-16-53	1 “	8/6	7.12

Respondent's Exhibit 79

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
2-13-53	4 "	36/7	16.60
2- 9-53 ¹	5 "	24/12	20.55
3-11-53	1 "	8/6	7.12
"	4 "	36/7	16.60
3-27-53	5 "	24/12	20.55
3-16-53	4 "	24/12	16.44
"	5 "	36/7	20.75
3-12-53	4 "	24/12	16.44
"	3 "	36/7	12.45
4-30-53	5 "	24/12	20.55
4- 8-53	1 "	8/6	7.12
4-13-53	4 "	24/12	16.44
"	8 "	36/7	33.20
4-16-53	1 "	8/6	7.12
4-20-53	4 "	36/7	16.60
5- 6-53	3 "	24/12	12.33
"	1 "	8/6	7.12
"	3 "	36/7	12.45
5-20-53	3 "	24/12	12.33
"	1 "	8/6	7.12
"	5 "	36/7	20.75
6-15-53	3 "	24/12	12.33
"	4 "	36/7	16.60
8-26-53	3 "	24/12	12.33
"	1 "	8/6	7.12
8-19-53	3 "	24/12	12.33
"	1 "	8/6	7.12
"	4 "	36/7	16.60
8- 7-53	4 "	24/12	16.44
"	4 "	36/7	16.60
9-14-53	3 "	24/12	12.33
"	3 "	36/7	12.45
10-22-53	1 "	8/6	7.58
"	4 "	36/7	17.56
10-28-53	3 "	24/12	12.99
"	1 "	8/6	7.58

Respondent's Exhibit 79

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
10- 1-53	4 "	24/12	16.44
(900)			
10- 1-53	3 Cases	36/7	12.45
10-14-53	3 "	24/12	12.99
"	1 "	8/6	7.58
"	4 "	36/7	17.56
11- 5-53	4 "	"	17.56
11-12-53	4 "	24/12	17.32
"	3 "	36/7	13.17
11-25-53	3 "	24/12	12.99
"	4 "	36/7	17.56
12-28-53	3 "	24/12	12.99
"	3 "	36/7	13.17
12-16-53	3 "	24/12	12.99
"	4 "	36/7	17.56
12- 4-53	3 "	24/12	12.99
"	4 "	36/7	17.56
Total			\$ 842.38

Budweiser—Ernest L. Schafer & Son

1- 2-53	5 Cases	Jr.	20.75
1-15-53	4 "	24/12	16.44
"	1 "	8/6	7.12
1-21-53	5 "	Jr.	20.75
2-23-53	5 "	24/12	20.55
"	3 "	Jr.	12.45
2-13-53	4 "	"	16.60
2- 5-53	4 "	"	16.60
"	3 "	24/12	12.33
3- 5-53	1 "	8/6	7.12
"	4 "	Jr.	16.60
3-17-53	7 "	"	29.05

Respondent's Exhibit 79

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
3-26-53	5 "	24/12	20.55
4-24-53	4 "	"	16.44
"	5 "	Jr.	20.75
4- 9-53	4 "	24/12	16.44
"	5 "	Jr.	20.75
4-15-53	2 "	8/6	14.24
"	4 "	Jr.	16.60
5-29-53	3 "	"	12.45
5-28-53	3 "	24/12	12.33
"	2 "	Jr.	8.30
5- 7-53	3 "	24/12	12.33
"	2 "	8/6	14.24
"	6 "	Jr.	24.90
6-24-53	1 "	12/12 Cans	3.56

(901)

6-24-53	2 Cases	8/6	14.24
6-18-53	2 "	24/12	8.22
"	1 "	8/6	7.12
"	5 "	Jr.	20.75
6- 4-53	2 "	24/12	8.22
"	1 "	8/6	7.12
"	2 "	12/12 Cans	3.56
7- 3-53	5 "	24/12 "	17.80
7- 9-53	3 "	24/12	12.33
"	5 "	Jr.	20.75
7-24-53	5 "	24/12	20.55
"	1 "	8/6	7.12
"	5 "	Jr.	20.75
8- 7-53	5 "	24/12	20.55
"	5 "	Jr.	20.75
8-13-53	2 "	8/6	14.24
8-21-53	4 "	24/12	16.44
"	5 "	24/12 Cans	17.80
"	4 "	Jr.	16.60

Respondent's Exhibit 79

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
9- 9-53	3 "	24/12	12.33
"	4 "	36/7	16.60
9-28-53	7 "	"	29.05
10-15-53	4 "	24/12	17.32
"	6 "	36/7	26.34
"	6 "	12/12 Cans	11.37
"	1 "	48/12 "	7.58
10-23-53	2 "	24/12	8.66
"	5 "	36/7	21.95
"	1 "	48/12 Cans	7.58
10-29-53	4 "	24/12	17.32
10- 7-53	4 "	"	17.32
"	6 "	36/7	26.34
"	1 "	48/12	7.58
11- 5-53	5 "	36/7	21.95
"	1 "	48/12 Cans	7.58
11-16-53	4 "	24/12	17.32
"	6 "	36/7	26.34
"	1 "	48/12 Cans	7.58
11-25-53	5 "	24/12	21.65
"	2 "	36/7	8.78
"	2 "	48/12 Cans	15.16
12- 3-53	5 "	24/12	21.65
"	2 "	48/12 Cans	15.16
12-17-53	5 "	24/12	21.65
"	3 "	36/7	13.17
(902)			
12-17-53	2 Cases	48/12 Cans	15.16
12-28-53	1 "	"	7.58
12-11-53	2 "	24/12	8.66
"	7 "	36/7	30.73
12-23-53	5 "	24/12	21.65
"	4 "	36/7	17.56
Total			\$1,211.82

Respondent's Exhibit 80-A/J

(903)

Richard E. Curren Jr. DBA

Jr.'s. Tavern

205 E. Wash. Street

Springfield, Ill.

Purchases—1954

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
Miller's—E & F Dist. Co.			
5-13-54	1 Case	K. K. (48)	7.58
10-28-54	1 “	36 6 Oz.	3.95
Total			\$ 11.53

Pabst Blue Ribbon—

H. E. Maurer Dist. Co.

2- 5-54	1 Case	8 6 Can	7.58
3-21-54	2 “	“	15.16
5-10-54	3 “	7 Oz.	13.05
5-24-54	1 “	8 6 Can	7.58
7-19-54	3 “	7 Oz.	13.05
8- 3-54	1 “	8 6 Can	7.58
9-20-54	1 “	“	7.58
Total			\$ 71.58

Griesedieck—W. F. McHenry & Co.

1-21-54	5 Case	12 Oz.	16.35
“	4 “ Cans	12-12's	6.48

Respondent's Exhibit 89

<i>Date</i>	<i>Quantity</i>		<i>Size</i>	<i>Total Cost</i>
1- 7-54	10 "		12 Oz.	32.70
"	2 "		24's	6.48
1-14-54	5 "	—	12 Oz.	16.35
1-28-54	10 "	36	"	32.70
2- 5-54	5 "		"	16.35
2-11-54	5 "		"	16.35
"	2 "		6 Pk's.	12.96
2-18-54	7 "		12 Oz.	22.89
"	1 "	—	6 Pk's	6.48
2-25-54	10 "	30	12 Oz.	32.70
3- 3-54	10 "		"	32.70
"	1 "		6 Pk's.	6.48
3-11-54	10 "		12 Oz.	32.70
3-18-54	10 "		"	32.70
"	2 "	—	6 Pk's	12.96
3-25-54	10 "	43	12 Oz.	32.70
4- 1-54	5 "		"	16.35
"	2 "		6 Pk's	12.96
4- 8-54	10 "		12 Oz.	32.70
4-15-54	5 "		"	16.35
4-22-54	5 "		"	16.35
"	1 "	—	6 Pk's	6.48
4-29-54	5 "	33	12 Oz.	16.35

(904)

5- 6-54	10 Case		12 Oz.	32.70
"	3 "		6 Pk's	19.44
5-13-54	5 "		12 Oz.	16.35
5-20-54	10 "		"	32.70
5-27-54	1 "		32 Oz.	3.51
"	8 "	—	12 Oz.	26.16
"	2 "	39	6 Pk's	12.96
6- 3-54	7 "		12 Oz.	22.89
6-10-54	8 "		"	26.16
6-17-54	10 "		"	32.70
"	1 "		6 Pk's	6.48

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>		<i>Size</i>	<i>Total Cost</i>
6-22-54	1	"	"	6.48
"	10	"	12 Oz.	32.70
6-25-54	1	"	6 Pk's	6.48
6-30-54	10	"	48 12 Oz.	32.70
7- 8-54	10	"	"	32.70
7-15-54	10	"	"	32.70
7-22-54	7	"	"	22.89
7-29-54	10	"	"	32.70
"	1	"	38 6 Pk's	6.48
8- 6-54	5	"	12 Oz.	16.35
"	2	"	6 Pk's	12.96
8-12-54	10	"	12 Oz.	32.70
8-19-54	9	"	"	29.43
8-26-54	5	"	31 "	16.35
9- 2-54	5	"	"	16.35
9- 9-54	1	"	6 Pk's	6.48
"	5	"	12 Oz.	16.35
9-16-54	5	"	"	16.35
9-23-54	5	"	"	16.35
9-30-54	5	"	"	16.35
"	1	"	27 6 Pk's	6.48
10- 4-54	10	"	12 Oz.	32.70
"	2	"	6 Pk's	12.96
10-14-54	10	"	12 Oz.	32.70
10-21-54	10	"	"	32.70
"	2	"	"	12.96
10-28-54	5	"	39 12 Oz.	16.35
11- 4-54	10	"	"	32.70
11-12-54	5	"	"	16.35
11-17-54	5	"	"	16.35
11-24-54	2	"	22 6 Pk's	12.96
12- 2-54	5	"	12 Oz.	16.35
12- 9-54	5	"	"	16.35
12-23-54	5	"	"	16.35
12-30-54	10	"	25 "	32.70
Total				\$1,427.43

Respondent's Exhibit 80

(905)

Gold Top—Reisch Brewing Co.

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
1- 4-54	2 Halves	Draught	24.00
“	5 Cases	2 Doz.	14.35
1- 8-54	1 Halves	Draught	12.00
1-11-54	2 “	“	24.00
1-15-54	1 “	“	12.00
1-18-54	1 “	“	12.00
1-22-54	1 “	“	12.00
1-25-54	2 “	“	24.00
“	5 Cases	2 Doz.	14.35
1-29-54	1 Halves	Draught	12.00
2- 1-54	2 “	“	24.00
2- 5-54	1 “	“	12.00
2- 8-54	2 “	“	24.00
2-12-54	1 “	“	12.00
2-19-54	1 “	“	12.00
2-18-54	2 “	“	24.00
“	3 Cases	2 Doz.	8.61
2-22-54	1 Halves	Draught	12.00
“	5 Cases	2 Doz.	14.35
2-26-54	1 Halves	Draught	12.00
3- 3-54	1 “	“	12.00
3- 4-54	2 “	“	24.00
3- 8-54	1 “	“	12.00
3-12-54	1 “	“	12.00
3-15-54	1 “	“	12.00
“	5 Cases	2 Doz.	14.35
3-19-54	2 Halves	Draught	24.00
3-22-54	1 “	“	12.00
3-24-54	1 “	“	12.00
3-25-54	1 “	“	12.00
3-29-54	1 “	“	12.00
4- 2-54	1 “	“	12.00
4- 5-54	5 Cases	2 Doz.	14.35
4- 9-54	1 Halves	Draught	12.00

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
4-12-54	1 "	"	12.00
4-16-54	2 "	"	24.00
4-19-54	5 Cases	2 Doz.	14.35
4-26-54	5 "	"	14.35
5- 1-54	10 "	"	28.70
5- 7-54	5 "	"	14.35
5-17-54	5 "	"	14.35
5-24-54	5 "	"	14.35
6- 7-54	4 "	1 Doz.	6.00
6-18-54	5 "	2 Doz.	14.35
7- 2-54	5 "	"	14.35

(906)

7-12-54	5 Cases	2 Doz.	14.35
7-19-54	5 "	"	14.35
7-30-54	5 "	"	14.35
8- 6-54	5 "	"	14.35
8-11-54	5 "	"	14.35
8-20-54	4 "	1 Doz.	6.00
"	5 "	2 Doz.	14.35
8-27-54	5 "	"	14.35
9- 3-54	5 "	"	14.35
9-10-54	5 "	"	14.35
9-20-54	5 "	"	14.35
9-29-54	5 "	"	14.35
10- 1-54	3 "	"	8.61
10- 4-54	5 "	"	11.35
10-11-54	5 "	"	14.35
10-15-54	4 "	"	11.48
10-18-54	10 "	"	28.70
10-29-54	4 "	"	11.48
11- 1-54	4 "	"	11.48
11-12-54	5 "	"	14.35
11-19-54	5 "	"	14.35
11-26-54	5 "	"	14.35
12- 3-54	5 "	"	14.35

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
12- 6-54	4 "	"	11.48
12-10-54	5 "	"	14.35
12-20-54	5 "	"	14.35
12-17-54	5 "	"	14.35
Total			\$1,128.74

Falstaff—Starr Bros. Inc.

1-28-54	4 Cases	Pts.	13.08
2-17-54	4 "	"	13.08
2-26-54	4 "	"	13.08
3-12-54	3 "	"	9.81
3-24-54	4 "	"	13.08
4- 8-54	4 "	"	13.08
5-13-54	4 "	"	13.08
"	1 "	8/6 Cans	6.48
5-29-54	4 "	Pts.	13.08
"	1 "	8/6 Cans	6.48
6- 9-54	4 "	Pts.	13.08
6-22-54	4 "	"	13.08
6-30-54	4 "	"	13.08
7-18-54	4 "	"	13.08

(967)

8-11-54	4 Cases	Pts.	13.08
8-25-54	4 "	"	13.08
"	1 "	8/6 Cans	6.48
9- 1-54	4 "	Pts.	13.08
9-15-54	4 "	"	13.08
9-30-54	1 "	8/6 Cans	6.48
10-20-54	4 "	Pts.	13.08
"	1 "	8/6 Cans	6.48
11- 1-54	4 "	Pts.	13.08
11-17-54	4 "	"	13.08

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
11-24-54	4 "	"	13.08
12- 3-54	4 "	"	13.08
"	1 "	8/6 Cans	6.48
12- 8-54	2 "	"	12.96
12-23-54	4 "	Pts.	13.08
12-30-54	4 "	"	13.08
10- 7-54	4 "	"	13.08
Total			\$ 349.41

Budweiser--Ernest L. Schafer & Sons

1- 5-54	4 Cases	24/12 Oz. RB	17.32
"	8 "	36/7 Oz. "	35.12
"	2 "	48/12 Oz. Cans	15.16
1-27-54	4 "	24/12 Oz. R.B.	17.32
"	4 "	36/7 Oz. "	17.56
"	1 "	48/12 Oz. Cans	7.58
2- 4-54	2 "	24/12 Oz. RB	8.66
"	4 "	36/7 Oz. "	17.56
2-10-54	3 "	24/12 Oz. "	12.99
"	3 "	36/7 Oz. "	13.17
"	2 "	48/12 Oz. Cans	15.16
2-17-54	3 "	24/12 Oz. RB	12.99
"	3 "	36/7 Oz. "	13.17
"	1 "	48/12 Oz. Cans	7.58
2-24-54	4 "	24/12 Oz. RB	17.32
"	4 "	36/7 Oz. "	17.56
"	3 "	48/12 Oz. Cans	22.74
3- 3-54	4 "	24/12 Oz. RB	17.32
"	4 "	36/7 Oz. "	17.56
"	1 "	48/12 Oz. Cans	7.58
3-11-54	4 "	24/12 Oz. RB	17.32
"	4 "	36/7 Oz. "	17.56

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
3-17-54	2 "	24/12 Oz. "	8.66
"	4 "	36/7 Oz. "	17.56
3-24-54	3 "	24/12 Oz. "	12.99
(908)			
3-24-54	2 Cases	48/12 Oz. Cans	15.16
3-31-54	3 "	24/12 Oz. RB	12.99
"	3 "	36/7 Oz. "	13.17
"	1 "	48/12 Oz. Cans	7.58
4-12-54	5 "	24/12 Oz. RB	21.65
"	5 "	36/7 Oz. "	21.95
"	1 "	48/12 Oz. Cans	7.58
4-21-54	4 "	36/7 Oz. RB	17.56
"	2 "	36/7 Oz. "	8.78
"	2 "	48/12 Oz. Cans	15.16
4-28-54	4 "	36/7 Oz. RB	17.56
"	2 "	48/12 Oz. Cans	15.16
5- 4-54	5 "	24/12 Oz. RB	21.65
"	5 "	36/7 Oz. "	21.95
"	3 "	48/12 Oz. Cans	22.74
5-26-54	4 "	24/12 Oz RB	17.32
"	1 "	12/32 Oz. NRB	4.24
"	5 "	36/7 Oz. RB	21.95
"	2 "	12/12 Oz Cans	3.79
"	1 "	48/12 Oz. Cans	7.58
5-12-54	3 "	24/12 Oz RB	12.99
"	5 "	36/7 Oz "	21.95
"	2 "	48/12 Oz Cans	16.16
5-19-54	5 "	24/12 Oz RB	21.65
"	5 "	36/7 Oz "	21.95
"	2 "	48/12 Oz Cans	15.16
5- 1-54	5 "	36/7 Oz RB	21.95
6- 4-54	4 "	24/12 Oz RB	17.32
"	2 "	48/12 Oz Cans	15.16
6-10-54	4 "	24/12 Oz RB	17.32
"	5 "	36/7 Oz RB	21.95

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
6-15-54	4 "	24/12 Oz RB	17.32
"	7 "	36/7 Oz. RB	30.73
"	10 "	12/12 Oz. Cans	18.95
"	2 "	48/12 Oz. Cans	15.16
6-23-54	4 "	24/12 Oz. RB	17.32
"	5 "	36/7 Oz. RB	21.95
"	5 "	24/12 Oz. Cans	18.95
"	2 "	48/12 Oz. Cans	15.16
6-30-54	4 "	24/12 Oz. RB	17.32
"	6 "	36/7 Oz. RB	26.34
"	6 "	12/12 Oz. Cans	11.37
"	1 "	48/12 Oz. Cans	7.58
7- 6-54	2 "	8/6 Cans	15.16
"	10 "	12/12 Cans	18.95
"	4 "	Pts. R. B.	17.32
(909)			
7- 9-54	2 Cases	24/12 Oz. RB	8.66
"	6 "	36/7 Oz. RB	26.34
7-13-54	5 "	Pts.	21.65
7-15-54	5 "	36/7 Oz. RB	21.95
"	4 "	24/12 Oz. Cans	15.16
"	1 "	48/12 Oz. Cans	7.58
7-19-54	6 "	Pts.	25.98
"	8 "	Pts. Jr.	35.12
"	3 "	Cans	11.37
7-21-54	2 "	48/12 Oz. Cans	15.16
7-27-54	6 "	Cans	22.74
"	2 "	8/6 Cans	15.16
7-28-54	6 "	24/12 Oz. RB	25.98
"	6 "	36/7 Oz. RB	26.34
8- 2-54	6 "	24/12 Oz. RB	25.98
"	6 "	36/7 Oz. RB	26.34
"	6 "	24/12 Oz. Cans	22.74
8- 9-54	5 "	24/12 Oz. RB	21.65
"	8 "	36/7 Oz. RB	35.12
"	2 "	48/12 Oz. Cans	15.16

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
8-13-54	5 "	24 12 Oz. RB	21.65
"	5 "	36 7 Oz. RB	21.95
"	8 "	12 12 Oz. Cans	15.16
8-19-54	5 "	24 12 Oz. RB	21.65
"	5 "	36 7 Oz. RB	21.95
"	4 "	24 12 Oz. Cans	15.16
8-23-54	6 "	24 12 Oz. Cans	25.98
"	8 "	36 7 Oz. Cans	35.12
"	6 "	24 12 Oz. Cans	22.74
8-30-54	6 "	24 12 Oz. Cans	25.98
"	8 "	36 7 Oz. Cans	35.12
"	6 "	24 12 Oz. Cans	22.74
9- 9-54	6 "	24 12 Oz. RB	25.98
"	8 "	36 7 Oz. RB	35.12
"	3 "	24 12 Oz. Cans	11.37
"	1 "	48 12 Oz. Cans	7.58
9-15-55	5 "	24 12 Oz. RB	21.65
"	5 "	36 7 Oz. RB	21.95
"	2 "	48 12 Oz. Cans	15.16
9-20-54	8 "	24 12 Oz. RB	34.64
"	8 "	36 7 Oz. RB	35.12
"	6 "	24 12 Oz. Cans	22.74
9-27-54	8 "	24 12 Oz. Rb	34.64
"	8 "	36 7 Oz. RB	35.12
"	6 "	24 12 Oz. Cans	22.74
10- 1-54	5 "	24 12 Oz. RB	21.65
(910)			
10- 4-54	9 Cases	24 12 Oz. RB	38.97
"	8 "	36 7 Oz. RB	35.12
"	2 "	24 12 Oz. Cans	7.58
10- 1-54	8 "	36 7 Oz. RB	35.12
"	5 "	24 12 Oz. Cans	18.95
10-17-54	8 "	24 12 Oz. RB	34.64
"	7 "	36 7 Oz. RB	30.73
"	6 "	24 12 Oz. Cans	22.74

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
10-19-54	8 "	24/12 Oz. Rb	34.64
"	8 "	36/7 Oz. RB	35.12
"	4 "	24/12 Oz. Cans	15.16
10-27-54	8 "	24/12 Oz. RB	34.64
"	6 "	36/7 Oz. RB	26.34
"	6 "	24/12 Oz. Cans	22.74
11- 1-54	8 "	24/12 Oz. Rb	34.64
"	8 "	36/7 Oz. RB	35.12
"	2 "	48/12 Oz. Cans	15.16
11- 9-54	8 "	24/12 Oz. RB	34.64
"	8 "	36/7 Oz. RB	35.12
"	5 "	24/12 Oz. Cans	18.95
11-18-54	8 "	24/12 Oz. RB	34.64
"	8 "	36/7 Oz. RB	35.12
"	5 "	24/12 Oz. Cans	18.95
11-24-54	8 "	24/12 Oz. RB	34.64
"	6 "	36/7 Oz. RB	26.34
"	5 "	24/12 Oz. Cans	18.95
12- 2-54	4 "	24/12 Oz. RB	17.32
"	8 "	36/7 Oz. RB	35.12
"	2 "	48/12 Oz. Cans	15.16
12- 9-54	8 "	24/12 Oz. RB	34.64
"	5 "	36/7 Oz. RB	21.95
12-16-54	8 "	24/12 Oz. RB	34.64
"	6 "	36/7 Oz. RB	26.34
"	2 "	48/12 Oz. Cans	15.16
12-23-54	8 "	24/12 Oz. RB	34.64
"	7 "	36/7 Oz. RB	30.73
"	2 "	48/12 Oz. Cans	15.16
12-30-54	8 "	24/12 Oz. RB	34.64
"	8 "	36/7 Oz. RB	35.12
1-15-54	5 "	24/12 Oz. RB	21.65
"	2 "	48/12 Oz. Cans	15.16
1-22-54	4 "	24/12 Oz. RB	17.32
"	4 "	36/7 Oz. RB	17.56

Total

\$3,368.08

Respondent's Exhibit 80

(911)

Schlitz—Shelton Dist. Co.

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
1- 7-54	3 Cases	24/12 Oz. RB	12.99
"	2 "	36/7 Oz. RB	8.78
1-13-54	3 "	36/7 Oz. RB	13.17
1-25-54	2 "	24/12 Oz. RB	8.66
"	1 "	36/7 Oz. RB	4.39
1-28-54	4 "	36/7 Oz. RB	17.56
2- 4-54	2 "	24/12 Oz. RB	8.66
"	4 "	36/7 Oz. RB	17.56
2-10-54	1 "	8/6 12 Oz. Cans	7.58
2-17-54	2 "	24/12 Oz. RB	8.66
"	4 "	36/7 Oz. RB	17.56
2-26-54	3 "	24/12 Oz. RB	4.33
"	4 "	36/7 Oz. RB	4.39
3- 8-54	2 "	24/12 Oz. RB	4.33
"	3 "	36/7 Oz. RB	4.39
3-15-54	2 "	24/12 Oz. RB	8.66
"	3 "	36/7 Oz. RB	13.17
3-29-54	2 "	24/12 Oz. RB	8.66
"	4 "	36/7 Oz. RB	17.56
4- 9-54	3 "	24/12 Oz. RB	17.99
"	4 "	36/7 Oz. RB	17.56
4-19-54	3 "	24/12 Oz. RB	12.99
"	2 "	36/7 Oz. RB	8.78
4-30-54	4 "	36/7 Oz. RB	17.56
5- 3-54	3 "	24/12 Oz. RB	12.99
"	1 "	8/6 12 Oz. Cans	7.58
"	2 "	36/7 Oz. RB	8.78
5-10-54	5 "	36/7 Oz. RB	21.95
5-17-54	3 "	24/12 Oz. RB	12.99
"	3 "	36/7 Oz. RB	13.17
5-27-54	4 "	36.7 Oz. RB	17.56
6- 2-54	3 "	24/12 Oz. RB	12.99
"	1 "	8/6 12 Oz. Cans	7.58

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
6-18-54	3 "	24/12 Oz. RB	12.99
"	5 "	36/7 Oz. RB	21.95
6-25-54	3 "	24/12 Oz. RB	12.99
"	1 "	8/6 12 Oz. Cans	7.58
7- 1-54	4 "	36/7 Oz. RB	17.56
7- 9-54	4 "	24/12 Oz. RB	17.32
"	2 "	36/7 Oz. RB	8.78
7-19-54	4 "	24/12 Oz. RB	4.33
"	3 "	36/7 Oz. RB	4.39
8- 2-54	4 "	24/12 Oz. RB	17.32
"	1 "	8/6 12 Oz. Cans	7.58

(912)

8- 2-54	3 Cases	36/7 Oz. RB	13.17
9- 9-54	4 "	24/12 Oz. RB	17.32
"	1 "	8/6 12 Oz. Cans	7.58
"	4 "	36/7 Oz. RB	17.56
8-16-54	4 "	24/12 Oz. RB	17.32
"	1 "	8/6 12 Oz. Cans	7.58
8-23-54	4 "	36/7 Oz. RB	17.56
8-26-54	4 "	24/12 Oz. RB	17.32
8-30-54	4 "	24/12 Oz. RB	17.32
9- 2-54	3 "	36/7 Oz. RB	13.17
9-17-54	4 "	24/12 Oz. RB	17.32
"	3 "	36/7 Oz. RB	13.17
9-23-54	1 "	8/6 12 Oz. Cans	7.58
9-27-54	4 "	36/7 Oz. RB	17.56
10- 1-54	1 "	8/6 12 Oz. Cans	7.58
10- 4-54	4 "	24/12 Oz. RB	17.32
"	3 "	36/7 Oz. RB	13.17
10-18-54	4 "	24/12 Oz. RB	17.32
"	1 "	8/6 12 Oz. Cans	7.58
11- 1-54	4 "	36/7 Oz. RB	17.56
11-12-54	4 "	24/12 Oz. RB	17.32
11-24-54	4 "	24/12 Oz. RB	17.32
"	3 "	36/7 Oz. RB	13.17

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
12- 6-54	2 "	8/6 12 Oz. Cans	15.16
"	4 "	36/7 Oz. RB	17.56
12-20-54	4 "	24/12 Oz. RB	17.32
12-29-54	4 "	36/7 Oz. RB	17.56
Total			\$ 911.79

Stag—Stag Sales Co.

1-13-54	5 Cases	—	Bottles	16.35
1-27-54	5 "	10	"	16.35
2- 4-54	5 "		"	16.35
2-17-54	5 "	—	"	16.35
2-24-54	4 "	14	1/2 Cs. Cans	6.48
3- 3-54	10 "		Bottles	32.70
3-17-54	5 "		"	16.35
3-31-54	5 "	—	"	16.35
"	18 "	38	4/6 Cs. Cans	6.48
4- 7-54	5 "		Bottles	16.35
4-22-54	10 "		"	32.70
4-28-54	5 "	—	"	16.35
"	3 "	23	"	10.86
5- 5-54	8 "		"	26.16
(913)				
5- 5-54	18 Cases		4/6 Cs. Cans	6.48
5-12-54	5 "		Bottles	16.35
"	4 "		7 Oz.	14.48
5-19-54	7 "		Bottles	22.89
5-26-54	7 "	—	"	22.89
"	1 "	50	Qts.	3.51
6- 2-54	5 "		Bottles	16.35
6- 9-54	7 "		"	22.89
6-17-54	18 "	—	4/6 Cs. Cans	6.48
"	3 "	33	7 Oz.	10.86
7- 8-54	8 "		Bottles	26.16

Respondent's Exhibit 80

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
7-14-54	5 “ —	“	16.35
7-21-54	5 “ 18	“	16.35
8- 6-54	5 “	“	16.35
8-11-54	5 “ —	“	16.35
8-18-54	5 “ 15	“	16.35
9- 1-54	5 “	“	16.35
9- 8-54	5 “	“	16.35
“	1 “	8/6 Cs. Cans	6.48
9-22-54	5 Cases	Bottles	16.35
“	1 “ —	8/6 Cs. Cans	6.48
9-29-54	1 “ 18	8/6 Cs. Cans	6.48
10- 6-54	8 “	Bottles	26.16
10-14-54	5 “ —	“	16.35
10-27-54	5 “ 18	“	16.35
11-12-54	5 “	“	16.35
11-17-54	5 “ —	“	16.35
11-24-54	2 “ 12	8/6 Cs. Cans	12.96
12- 1-54	5 “	Bottles	16.35
12-16-54	5 “	“	16.35
12-22-54	2 “ —	8/6 Cs. Cans	12.96
12-27-54	5 “ 17	Bottles	16.35
Total			\$ 732.29

Respondent's Exhibit 81-A/H

(914)

Richard E. Curren Jr. DBA

Jr's Tavern

205 E. Wash. Street

Springfield, Ill.

Purchases—1955

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
Miller's- E & F Dist. Co.			
1-28-55	2 Cases	8/6	15.16
4-7-55	1 "	8/6	7.58
5-12-55	1 "	8/6	7.58
Total			\$ 30.32

Griesedieck—W. F. McHenry & Co.

1-6-55	5 Cases	12 Oz.	16.35
"	2 "	6 Pk.	12.96
1-10-55	10 "	12 Oz.	32.70
"	1 "	6 Pk.	6.48
1-17-55	10 "	12 Oz.	32.70
1-26-55	10 "	12 Oz.	32.70
"	2 "	6 Pk.	12.96
1-16-55	5 "	— 12 Oz.	16.35
"	2 "	47 6 Pk.	6.48
2-10-55	10 "	12 Oz.	32.70
2-3-55	10 "	"	32.70
2-24-55	10 "	— "	32.70
"	1 "	31 6 Pk.	6.48
3-17-55	10 "	12 Oz.	32.70
3-31-55	5 "	"	16.35
3-24-55	5 "	— "	16.35
3-10-55	10 "	30 "	32.70

Respondent's Exhibit 81

<i>Date</i>	<i>Quantity</i>		<i>Size</i>	<i>Total Cost</i>
4- 7-55	5 "		"	16.35
"	1 "		6 Pk.	6.48
4-28-55	1 "		"	6.48
4-14-55	5 "	—	12 Oz.	16.35
4-21-55	10 "	22	"	32.70
5- 5-55	10 "		"	32.70
5-12-55	5 "	—	"	16.35
5-26-55	10 "	25	"	32.70
6- 2-55	5 "		"	16.35
6-16-55	10 "		"	32.70
"	2 "		6 Pk.	12.96
6-30-55	5 "	—	12 Oz.	16.35
"	1 "	23	6 Pk.	6.48
7-14-55	5 "	—	12 Oz.	16.35
7- 7-55	5 "	10	"	16.35
8- 4-55	10 "		"	32.70
8-11-55	2 "	—	6 Pk.	12.96
8-18-55	5 "	17	12 Oz.	16.35
9-22-55	5 "		"	16.35

(915)

9- 2-55	10 "		12 Oz.	32.70
9-15-55	5 "	—	"	16.35
9- 8-55	2 "	22	6 Pk.	12.96

Total

\$ 790.38

Pabst Blue Ribbon—
H. E. Maurer Dist. Co.

3-11-55	2 Cases		8/6	15.16
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Total

\$ 15.16

Respondent's Exhibit 81

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
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Black Label—Orlandini & Son

3-23-55	2 Cases	12 Oz.	6.54
	Total		\$ 6.54

Gold Top—Reisch Brewing Co.

1- 7-55	4 Cases	12 Oz.	11.48
1-14-55	6 "	"	17.22
1-17-55	6 "	"	17.22
1-28-55	6 "	"	17.22
2-10-55	5 "	"	14.35
2- 4-55	4 "	"	11.48
2-18-55	5 "	"	14.35
3- 2-55	10 "	"	28.70
3-24-55	5 "	"	14.35
3-10-55	10 "	"	28.70
4-28-55	5 "	"	14.35
4-21-55	5 "	"	14.35
4-14-55	5 "	"	14.35
4- 4-55	5 "	"	14.35
5-26-55	6 "	"	17.22
5-19-55	6 "	"	17.22
5-12-55	6 "	"	17.22
5- 5-55	5 "	"	14.35
6- 9-55	6 "	"	17.22
6- 2-55	5 "	"	14.35
6-16-55	6 "	"	17.22
6-24-55	3 "	"	8.61
6-30-55	2 "	Qts.	6.20
"	5 "	12 Oz.	14.35
7-13-55	2 "	Qts.	6.20
"	2 "	12 Oz.	5.74

Respondent's Exhibit 81

(916)

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
7-21-55	5 Cases	12 Oz.	14.35
7-29-55	1 "	Qts.	3.10
"	5 "	12 Oz.	14.35
8-29-55	2 "	Qts.	6.20
"	10 "	12 Oz.	28.70
8- 5-55	5 "	"	14.35
9- 8-55	2 "	Qts.	6.20
"	5 "	12 Oz.	14.35
9-22-55	1 "	Qts.	3.10
"	10 "	12 Oz.	28.70
9- 1-55	3 "	"	8.61
9-15-55	5 "	"	14.35
9-30-55	1 "	Qts.	3.10
"	10 "	12 Oz.	28.70
Total			\$ 576.53

Budweiser—Ernest L. Schafer & Son

1-27-55	2 Cases	48/12 Oz.	15.16
1-17-55	8 "	24/12 Oz.	34.64
"	8 "	36/7 Oz.	35.12
"	2 "	8/6 10 Oz.	12.96
1-24-55	6 "	24/12 Oz.	25.98
"	8 "	36/7 Oz.	35.12
1-21-55	8 "	24/12 Oz.	34.64
"	3 "	36/7 Oz.	13.17
"	2 "	48/12 Oz.	15.16
1- 6-55	8 "	24/12 Oz.	34.64
"	8 "	36/7 Oz.	35.12
1-13-55	8 "	24/12 Oz.	34.64
"	8 "	36/7 Oz.	35.12
2-19-55	8 "	24/12 Oz.	32.00
"	8 "	36/7 Oz.	35.20
"	2 "	48/12 Oz.	15.16

Respondent's Exhibit 81

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
2-21-55	8 "	24 12 Oz.	32.00
"	10 "	36 7 Oz.	44.00
2-28-55	8 "	24 12 Oz.	32.00
"	10 "	36 7 Oz.	44.00
"	2 "	48 12 Oz.	15.16
"	1 "	48 12 Oz.	7.58
2- 3-55	8 "	24 12 Oz.	34.64
"	8 "	36 7 Oz.	35.12
2-16-55	8 "	24 12 Oz.	32.00
"	8 "	36 7 Oz.	35.20
3- 3-55	2 "	36 7 Oz.	8.80

(917)

3- 3-55	3 Cases	48 12 Oz.	22.74
3-10-55	8 "	24 12 Oz.	32.00
"	11 "	36 7 Oz.	48.40
3-18-55	6 "	24 12 Oz.	24.00
3-24-55	6 "	24 12 Oz.	24.00
"	9 "	36 7 "	39.60
"	2 "	48 12 Oz.	15.16
3-31-55	5 "	24 12 Oz.	20.00
"	7 "	36 7 Oz.	30.80
"	1 "	48 12 Oz.	7.58
"	2 "	48 12 Oz.	15.16
3-16-55	4 "	24 12 Oz.	16.00
"	10 "	36 7 Oz.	44.00
"	2 "	48 12 Oz.	15.16
4-26-55	8 "	24 12 Oz.	32.00
"	12 "	36 7 Oz.	52.80
"	2 "	12 12 Oz.	15.16
"	2 "	7 Oz. Lager	6.34
4-21-55	8 "	24 12 Oz.	32.00
"	8 "	36 7 Oz.	35.20
"	1 "	Bl. Pt.	3.17
"	1 "	12 12 Oz.	7.58
"	1 "	48 12 Oz.	7.58
"	1 "	Bl. 8/6	6.48

Respondent's Exhibit 81

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
4-13-55	8 "	24 12 Oz.	32.00
"	8 "	36 7 Oz.	35.20
"	2 "	48 12 Oz.	15.16
"	1 "	48 12 Oz.	7.58
4-7-55	6 "	24 12 Oz.	24.00
"	8 "	36 7 Oz.	35.20
"	2 "	48 12 Oz.	15.16
5-27-55	10 "	24 12 Oz.	40.00
"	8 "	36 7 Oz.	35.20
"	2 "	48 12 Oz.	15.16
5-18-55	10 "	24 12 Oz.	40.00
"	6 "	36 7 Oz.	26.40
"	2 "	48 12 Oz.	15.16
"	2 "	48 12 Oz.	15.16
5-10-55	10 "	24 12 Oz.	40.00
"	10 "	36 7 Oz.	44.00
"	1 "	48 12 Oz.	7.58
"	2 "	48 12 Oz.	15.16
5-5-55	10 "	24 12 Oz.	40.00
"	12 "	36 7 Oz.	52.80
"	1 "	48 12 Oz.	7.58
6-30-55	5 "	24 12 Oz.	20.00

(918)

6-30-55	3 Cases	36 7 Oz.	13.20
"	1 "	48 12 Oz.	7.58
6-24-55	10 "	24 12 Oz.	40.00
"	8 "	36 7 Oz.	35.20
6-15-55	12 "	24 12 Oz.	48.00
"	4 "	36 7 Oz.	17.60
6-9-55	10 "	24 12 Oz.	40.00
"	7 "	36 7 Oz.	30.80
6-1-55	10 "	24 12 Oz.	40.00
"	8 "	36 7 Oz.	35.20
7-21-55	5 "	24 12 Oz.	20.00
"	5 "	36 7 Oz.	22.00
"	1 "	48 12 Oz.	7.58

Respondent's Exhibit 81

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
7-7-55	8 "	24 12 Oz.	32.00
"	8 "	36 7 Oz.	35.20
"	1 "	48 12 Oz.	7.58
7-15-55	8 "	24 12 Oz.	32.00
"	8 "	36 7 Oz.	35.20
"	2 "	48 12 Oz.	15.16
8-1-55	4 "	24 12 Oz.	16.00
"	6 "	36 7 Oz.	26.40
"	3 "	48 12 Oz.	22.74
8-29-55	10 "	24 12 Oz.	40.00
"	9 "	36 7 Oz.	39.60
8-11-55	8 "	24 12 Oz.	32.00
"	8 "	36 7 Oz.	35.20
"	2 "	48 12 Oz.	15.16
8-1-55	8 "	24 12 Oz.	32.00
"	7 "	36 7 Oz.	30.80
"	2 "	48 12 Oz.	15.16
9-8-55	10 "	24 12 Oz.	40.00
"	10 "	36 7 Oz.	44.00
9-15-55	10 "	24 12 Oz.	40.00
"	10 "	36 7 Oz.	44.00
9-22-55	5 "	24 12 Oz.	20.00
"	9 "	36 7 Oz.	39.60
9-30-55	8 "	24 12 Oz.	32.00
"	7 "	36 7 Oz.	30.80
Total			\$3,005.50

(919)

Schlitz's—Shelton Dist. Co.

1-10-55	4 Cases	24 12 Oz.	17.32
1-17-55	4 "	"	17.32
2-7-55	4 "	"	17.32
3-7-55	3 "	36 7 Oz.	13.17

Respondent's Exhibit 81

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
3-14-55	3 "	24/12 Oz.	12.99
"	3 "	36/7 Oz.	13.17
3-28-55	4 "	24/12 Oz.	17.32
4-11-55	4 "	24/12 Oz.	17.32
"	1 "	8/6 12 Oz.	7.58
"	3 "	35/7 Oz.	13.17
5-18-55	4 "	24/12 Oz.	17.32
"	3 "	36/7 Oz.	13.17
5- 5-55	4 "	24/12 Oz.	17.32
"	3 "	36/7 Oz.	13.17
6-24-55	4 "	24/12 Oz.	17.32
"	3 "	35/7 Oz.	12.66
6- 6-55	4 "	24/12 Oz.	17.32
7-18-55	4 "	"	17.32
7-11-55	1 "	8/6 12 Oz.	7.58
"	3 "	36/7 Oz.	12.66
8-29-55	4 "	24/12 Oz.	17.32
"	3 "	36/7 Oz.	12.66
8- 8-55	4 "	24/12 Oz.	17.32
8- 1-55	4 "	24/12 Oz.	17.32
"	3 "	36/7 Oz.	12.66
9-19-55	4 "	24/12 Oz.	17.32
9- 8-55	1 "	8/6 12 Oz.	7.58
"	3 "	36/7 Oz.	12.66
Total			\$ 407.36

Respondent's Exhibit 81

Falstaff—Starr Bros., Inc.

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
1- 6-55	4 Cases	Pts.	13.08
1-24-55	4 "	"	13.08
2- 3-55	4 "	"	13.08
2-10-55	4 "	"	13.08
2-23-55	4 "	"	13.08
2-17-55	4 "	"	13.08
3-16-55	5 "	"	16.35
3-25-55	4 "	"	13.08
4-27-55	4 "	"	13.08
4-13-55	4 "	"	13.08
"	1 "	8/6 Cans	6.48

Respondent's Exhibit 81

(1920)

<i>Date</i>	<i>Quantity</i>	<i>Size</i>	<i>Total Cost</i>
5-25-55	2 Cases	8-6 Cans	12.96
5-18-55	4 "	Pts.	13.08
5- 4-55	4 "	"	13.08
6-15-55	4 "	"	13.08
6- 1-55	4 "	"	13.08
7- 6-55	4 "	"	13.08
"	1 "	8-6 Cans	6.48
7- 3-55	5 "	Pts.	16.35
7-20-55	4 "	"	13.08
8-31-55	5 "	"	16.35
8-17-55	3 "	"	9.81
"	1 "	8-6 Cans	6.48
8-10-55	5 "	Pts.	16.35
9-14-55	5 "	"	16.35
9-21-55	5 "	"	16.35
Total			\$ 336.51

Stag—Stag Sales Co.

1-26-55	10 Cases	Bottles	32.70
1-19-55	5 "	"	16.35
1- 6-55	5 "	"	16.35
1-12-55	5 "	25 "	16.35
2- 2-55	5 "	"	16.35
"	2 "	8-6 Cans	12.96
2-23-55	5 "	Bottles	16.35
2-17-55	10 "	22 "	32.70
3-16-55	10 "	"	32.70
"	2 "	8-6 Cans	12.96
3-23-55	9 "	21 Bottles	29.43
4-20-55	5 "	"	16.35
4- 7-55	9 "	"	29.43
"	1 "	8-6 Cans	6.48

Respondent's Exhibit 81

<i>Date</i>	<i>Quantity</i>		<i>Size</i>	<i>Total Cost</i>
4-27-55	5 "	—	Bottles	16.35
"	1 "	21	8/6 Cans	6.48
5- 5-55	5 "		Bottles	16.35
"	1 "		8/6 Cans	6.48
5-25-55	5 "		Bottles	16.35
"	1 "	—	8/6 Cans	6.48
5-18-55	5 "	17	Bottles	16.35
6-29-55	10 "		"	32.70
"	1 "		8/6 Cans	6.48
6-22-55	5 "		Bottles	16.35
"	1 "		8/6 Cans	6.48
6-15-55	10 "		Bottles	32.70

(921)

6-15-55	1 Cases		8/6 Cans	6.48
6- 8-55	10 "		Bottles	32.70
"	1 "		8/6 Cans	6.48
6- 1-55	4 "	—	Bottles	13.08
"	1 "	44	8/6 Cans	6.48
7- 7-55	5 "		Bottles	16.35
"	1 "		8/6 Cans	6.48
7-13-55	5 "		Bottles	16.35
"	2 "	—	8/6 Cans	12.96
7-20-55	10 "	23	Bottles	32.70
8-29-55	10 "		"	32.70
"	1 "		8/6 Cans	6.48
8-10-55	10 "		Bottles	32.70
"	1 "	—	8/6 Cans	6.48
8-17-55	2 "	24	"	12.96
9- 7-55	10 "		Bottles	32.70
9-28-55	4 "		"	13.08
"	1 "		8/6 Cans	6.48
9-21-55	10 "	—	Bottles	32.70
"	1 "	26	8/6 Cans	6.48

Total**\$ 786.75**

Respondent's Exhibit 82

(922)

C U R R E N

Springfield, Ill.

Total case purchases:

1953	1,471
1954	2,018
Increase 37.2%	

G-B case purchases:

1953	430
1954	411
Decrease 4.4%	

G-B case purchases (6 months 1953-1954)

1953	(Jan.-June)	202
1954	" "	229
Increase 13.4%		

1953	(July-Dec.)	228
1954	" "	182
Decrease 20.2%		

1337

Respondent's Exhibit 83

[LETTERHEAD OF]

NOLAN ACCOUNTING SERVICE

November 21, 1955

at's Tavern

Report of total beer purchased per month, amount of Griesedick per month and percent total per month.

1 9 5 3

Month	Gries Purchased	Total Purchased	% of Total
January	\$ 168.00	\$ 651.50	25.80
February	204.40	764.80	26.70
March	324.80	915.41	35.30
April	296.80	987.44	29.90
May	198.80	891.61	22.17
June	310.80	1,112.37	27.93
July	484.40	1,439.11	33.83
August	420.00	1,678.63	25.15
September	448.00	1,618.41	27.82
October	257.60	1,201.71	21.40
November	434.00	1,355.59	32.16
December	397.60	1,575.91	25.29
Year total & average	\$ 3,945.20	\$14,192.49	27.97

*Respondent's Exhibit 83*1 9 5 4

[January	\$ 285.60		\$ 1,365.76	
[February	280.00		1,429.51	
[March	425.60	+ 35.2	1,587.80	
[April	282.80		1,531.39	
[May	280.00		1,586.70	
[June	478.80	2,032.80	2,153.55	
[July	327.60		1,985.22	
[August	425.60		2,026.96	
[September	av -- 34.2		1,639.63	
[October	1,607.20		1,665.61	16,972.13
[November	10 months	3,220.00	1,311.73	
[December	249.20		1,678.89	
<hr/>				
Year total & average	\$3,640.00	7.7% Decrease	\$19,962.75	40.6%

1 9 5 5

January	\$ 215.60		\$ 1,292.38	
February	238.00		1,429.04	
March	308.00		1,403.47	
April	210.00	- 36%	1,567.00	
May	232.40		1,511.33	
June	97.20	1,301.20	1,538.41	
July	246.40		1,721.80	
August	266.00		1,746.08	
September	322.00		1,654.70	
October	137.20		1,408.17	
<hr/>				
Year Total	\$ 2,272.80	- 20.4	\$15,272.38	10%

Respondent's Exhibit 84

(924)

CURT'S TAVERN

Decatur, Ill.

Total Beer purchases:

1953	\$14,192.49
1954	19,962.75

Increase 40.6%

G-B beer purchases:

1953	\$3,945.20
1954	3,640.00

Decline 7.2%

G-B beer purchases last six months 1953 and
last six months 1954:

1953	(July-Dec.)	\$2,441.60
1954	" "	1,607.20

Decline 34.2%

Respondent's Exhibit 88-A/C

(931)

[LETTERHEAD OF]

DIEMLER'S

CONFIDENTIAL

WHOLESALE GRIESEDEICK BEER COST TO DIEMLER'S STORE

<i>Month</i>	<i>1953</i>	<i>1954</i>	<i>1955</i>
JANUARY	\$ 741.90	464.92	510.44
FEBRUARY	682.40	617.22	566.80
MARCH	585.40	756.38	714.80
APRIL	839.20	808.84	686.16
MAY	1,227.00	1,457.64	938.60
JUNE	1,821.42	1,033.56	1,103.43
JULY	1,252.44	1,144.64	1,012.02
AUGUST	1,202.00	1,062.33	1,294.55
SEPTEMBER	1,075.80	984.32	910.80
OCTOBER	1,051.04	952.44	571.28
NOVEMBER	654.80	978.88	
DECEMBER	747.06	807.60	
TOTALS	<u>\$11,880.46</u>	<u>\$11,068.77</u>	<u>\$8,308.88</u>

CONFIDENTIAL

Respondent's Exhibit 88

[LETTERHEAD OF]

DIEMLER'S

CONFIDENTIAL

PRICES PAID TO WHOLESALERS FOR BEER ONLY
FOR DIEMLER'S STORE

Month	1953	1954	1955
JANUARY	\$1,792.51	\$1,917.00	\$1,598.54
FEBRUARY	1,777.46	1,625.40	1,873.27
MARCH	1,802.42	1,566.48	2,547.80
APRIL	3,363.61	2,373.23	2,958.08
MAY	4,004.39	3,545.92	4,575.24
JUNE	5,062.83	3,426.24	5,727.77
JULY	3,823.69	3,918.69	4,252.54
AUGUST	4,169.39	3,973.13	6,378.22
SEPTEMBER	2,823.07	2,839.14	4,129.75
OCTOBER	3,134.75	2,585.95	2,821.03
NOVEMBER	2,132.10	3,391.78	
DECEMBER	3,124.93	2,169.27	
TOTALS:	<u>\$35,411.15</u>	<u>\$33,330.23</u>	<u>\$36,862.24</u>

Compiled by Paul F. and Jean C. Diemler (November 20, 1955)

CONFIDENTIAL

Respondent's Exhibit 88

(932)

[LETTERHEAD OF]

DIEMLER'S

CONFIDENTIAL

WHOLESALE FALLSTAFF BEER COST TO DIEMLER'S STORE

Month	1953	1954	1955
JANUARY	\$ 117.18	\$ 174.08	\$ 250.00
FEBRUARY	71.38	183.48	35.00
MARCH	113.80	229.50	36.00
APRIL	77.50	155.66	45.00
MAY	257.52	405.88	64.00
JUNE	344.22	494.50	96.00
JULY	427.10	569.30	102.00
AUGUST	203.10	472.60	110.00
SEPTEMBER	346.38	447.34	60.00
OCTOBER	210.18	451.25	50.00
NOVEMBER	187.56	505.76	
DECEMBER	324.24	490.10	
TOTALS	\$2,680.15	\$4,579.45	\$6,400.00

Respondent's Exhibit 92

		28.9	
	1953	1954	1955
	858	969	1,350
Waiser	767	975	1,229
ers	743	460	386
Style	228	312	271
Staff	1,627	2,723	3,564
esedieck	3,029	3,906	3,393
g	1,246	1,704	2,343
adian Ace	4,294	4,954	5,228
ster Brau		625	793

<i>Bud.</i>	<i>Fall.</i>	<i>Ace</i>	<i>MB</i>
135	110	95	98
255	215	185	190
495	425	355	370

GB 28.9

Ralph's Pub and Liquor Store

13 Cases

March to Aug.

Respondent's Exhibit 93-A/B

(940)

JULIO FLORINI—JIBBY'S TAVERN

Sullivan, Ill.

	1953	1954	1955 (thru Oct.)
SALES*			
Budweiser	671	594	459 (See Page)
Schlitz-Pabst-Miller	NA	NA	Not Available
Griesedieck Bros.	1720	1493	975 (See Page)
Stag-Falstaff	NA	NA	Not Available
Budweiser 1/2 bbls.	335	314	203
COST TO RETAILER			
1. 24/12 oz. bottles			
Bud. Schlitz Pabst Millers	345	345	345
GB Stag Falstaff	265	265	265
2. 24/12 oz. Cans			
Bud. Schlitz Pabst Millers	375	375	375
GB Stag Falstaff	320	320	320
COST TO CONSUMER			
1. 6 cans (off Premise)			
Bud. Schlitz Pabst Millers	150	150	150
GB Stag Falstaff	130	130	130
2. Single Bottle (on Premise)			
Bud. Schlitz Pabst Millers	30	30	30
GB Stag Falstaff	25	25	25
3. Single Can (on Premise)			
Bud. Schlitz Pabst Millers	30	30	30
GB Stag Falstaff	30	30	30

*See detail sheet attached.

Respondent's Exhibit 93

JULIO FLORINI—JIBBYS TAVERN

Sullivan, Ill.

BUDWEISER						GRIESEDIECK BROS.					
1953	1954		1955			1953	1954		1955		
17	22		28			112	39		69		
55	41		39			88	99		47		
22	33		39			94	118		99		
41	326	22	246	36	237	107	781	126	743	87	526
95	47		35			142	132		90		
96	81		60			238	229		134		
—	—		—			—	—		—		
87	73		53			237	138		122		
65	54		65			165	128		144		
64	84		54			207	148		114		
58	345	47	348	50		116	939	106	710	69	—22.8
	504		459		—8.9		1263		975		
40	50		?			101	91		?		
31	40		?			113	99		?		
671	594		459			1720	1453		975		
	—11.5					—15.5					
6 months	345	348				939	710				

Respondent's Exhibits 97, 98, 99 and 100

The hearing examiner below directed that these exhibits be sealed, to be available only to the hearing examiner, attorneys for the parties and the Commission. It has been suggested that this portion of the record not be available for public examination, though, of course, available to the Court. Accordingly, these exhibits are not printed herein, but shall be handed up to the Court upon argument.

Excerpts From Respondent's Exhibit 110

(1052) **Booklet, "Where did they buy the beer?"**

* * *

(1055-1056) 58% of all package beer is consumed at home* and over half of this home-consumed beer is bought at food stores. According to Homemaker's Guild, 53.4% of all home-consumed beer is bought at food stores * * *

* * *

(1059) From 1939 to 1947 ,

Total Beer Sales in
All Outlets Increased 138%

but

Total Beer Sales in
Food Stores Increased 223%

* * *

(1065) In 1947, package beer sales *in food stores* averaged 4,084 cases per store.

In 1947, package beer sales *in all other outlets* averaged 2,184 cases per outlet.

* * *

*Source: Opinion Research Corp.

Respondent's Exhibit 111

(1084)

[LETTERHEAD OF]

HEARST ADVERTISING SERVICE

November 15, 1951

Mr. M. R. Garner
Food Store Sales Manager
Anheuser-Busch, Inc.
721 Pestalozzi Street
St. Louis 18, Missouri

Dear Mr. Garner:

I must apologize for this delay in answering your note of November 2 inquiring about the statement "in New York City 82% of all home consumed packaged beer is bought at food stores".

Part of the reason for the delay was our inability to get permission from some of our brewery friends to quote them by name as far as their individual businesses are concerned.

Therefore you must forgive the omission in this note of actual names of brewers, excepting Rubsam & Herrmann, who had no objection to our mentioning them as "placing the general figure above 90%" without permitting us to give you the figure for their brand in particular.

Respondent's Exhibit 111

Metropolitan Brewers' Institute has no actual figures that we can send you but states firmly that the figure would certainly be over 90% — (in their opinion between 90% and 95%).

A leading brewer in New York who does not wish to be quoted by name but who is one of the largest, do 90% of their packaged beer business for home consumption through food stores.

So you see the 82% figure that you used in your previous book and was right at the time you used it, has gone even higher. In my opinion it will always be a very high figure but I lean to the opinion that sooner or later in various parts of the country the tavern dealer will make a more determined bid for at least a share of the packaged goods home consumption market.

For all practical purposes Budweiser is primarily in the grocery business in New York City.

(1085)

Of course, as you know, I think this is the best thing that could ever happen in the beer business if we but fully realize it and take advantage of it as apparently you are doing.

Formerly, people who bought beer were people who set out to buy beer and went only to specified places where it was sold for the sole and specific purpose of buying it.

Respondent's Exhibit 111

Today, billions of bottles of beer are bought by people who set out to buy anything from table napkins to clammers. Any one of the thousand-and-one items in a grocery store can now lead to a sale for Budweiser. Millions of people who never saw the inside of a tavern are now exposed regularly to the pleasant sight and suggestion of beer in familiar surroundings at just the time when things to eat and drink are on their mind.

That is why Budweiser must be displayed, must be easily and pleasantly at hand wherever consumers gather.

Good luck to you in your food store efforts!

Sincerely,

H. James Gediman

H. James Gediman

ef

Copy sent to Mr. Shine

Respondent's Exhibit 113

1095,

**PERCENT OF FOOD SALES BY SUPER MARKETS
TO TOTAL FOOD SALES**

1936 - 1954

<i>Year</i>	<i>Percent to Total</i>
1936	6.3%
1937	9.57%
1938	12.3
1939	19.4
1940	24.0
1941	25.0
1942	25.0
1943	26.0
1944	26.0
1945	27.0
1946	28.0
1947	29.0
1948	31.1
1949	35.2
1950	40.4
1951	41.8
1952	43.5
1953	48.0
1954	52.3

ST. LOUIS AND ST. LOUIS COUNTY

AGE BEER

[illegible]

Excerpts From Respondent's Exhibit 116

ST. LOUIS AND ST. LOUIS COUNTY

1954

	<i>Atlantic Statistical Cases</i>	<i>Atlas Statistical Cases</i>	<i>Corydon & Ohlrich Statistical Cases</i>	<i>Guinness Statistical Cases</i>	<i>Holterbosch Statistical Cases</i>	<i>Pabst Statistical Cases</i>	<i>Schlitz Statistical Cases</i>	<i>Schoenhofen-Edelweis Statistical Cases</i>	<i>Ballantine Statistical Cases</i>	<i>Star-Peerless Statistical Cases</i>	<i>Warsaw Statistical Cases</i>	<i>Canadian Ace Statistical Cases</i>	<i>Total Statistical Cases</i>
BEER													
ary	1223	13500	30	28	165	9595	8875	1400	—	591	—	—	35407
ary	—	18100	118	50	—	5805	7950	1422	1590	930	800	—	36765
	500	17900	25	5	—	9086	11819	1015	1496	1289	—	1400	44535
	—	28000	65	5	340	12205	10770	1383	—	1175	—	2740	60183
	515	26600	60	67	—	15100	13985	2757	1700	1585	1450	4110	73729
	1763	47500	65	—	200	26985	15815	—	1707	1000	1300	—	105050
	—	25100	45	—	—	43659	15745	1382	—	826	—	2800	100677
st	—	23675	—	—	—	44415	10395	—	1537	675	—	—	85897
mber	—	19600	20	—	210	41355	11676	1403	—	925	—	—	79409
er	508	16250	50	—	—	31080	8705	—	1419	600	—	—	62612
mber	—	12500	31	—	190	21115	6905	—	1571	700	—	—	46412
mber	—	14000	—	—	—	8130	7155	1406	2	375	—	—	32468
AL	4509	262725	509	155	1105	268530	129795	12168	11022	10671	3550	11050	763144

(1104)

*Excerpts From Respondent's Exhibit 116***ST. LOUIS AND ST. LOUIS COUNTY****1954**

	<i>Fox</i> <i>Statistical</i> <i>Cases</i>	<i>Goetz</i> <i>Statistical</i> <i>Cases</i>	<i>Van Munching</i> <i>Statistical</i> <i>Cases</i>	<i>Metropolis</i> <i>Statistical</i> <i>Cases</i>	<i>Queen City</i> <i>Statistical</i> <i>Cases</i>	<i>Fox Head</i> <i>Statistical</i> <i>Cases</i>	<i>Albrecht</i> <i>Statistical</i> <i>Cases</i>	<i>Stacole</i> <i>Statistical</i> <i>Cases</i>	<i>Statistical</i> <i>Cases</i>	<i>Statistical</i> <i>Cases</i>	<i>Statistical</i> <i>Cases</i>	<i>Statistical</i> <i>Cases</i>	<i>Statistical</i> <i>Cases</i>
PACKAGE BEER													
January	—	—											
February	—	—											
March	—	—											
April	2800	700											
May	5600	—	200										
June	7000	815	400	500									
July	4120	—	—	—	7000								
August	—	—	—	700	—	4500							
September	4205	—	—	—	—	—	15						
October	2650	—	200	600	—	—	—	550					
November	2800	400	200	—	—	—	—	—					
December	1400	—	—	—	—	—	—	—					
TOTAL	30575	1915	1000	1800	7000	4500	15	550					

*Excerpts From Respondent's Exhibit 116***ST. LOUIS AND ST. LOUIS COUNTY****1953**

	<i>Atlas Statistical Cases</i>	<i>Ballantine Statistical Cases</i>	<i>Holterbosch Statistical Cases</i>	<i>Metropolis Statistical Cases</i>	<i>Pabst Statistical Cases</i>	<i>Schlitz Statistical Cases</i>	<i>Star-Peerless Statistical Cases</i>	<i>Atlantic Statistical Cases</i>	<i>Edward-John Burle Statistical Cases</i>	<i>Albrecht Statistical Cases</i>	<i>Van Munching Statistical Cases</i>	<i>Goetz Statistical Cases</i>	<i>Total Statistical Cases</i>
PACKAGE BEER													
January		1599	150	1500	12350	14000	1885						31484
February		—	—	—	11703	16340	1250	1256	75				30624
March		1552	—	—	16695	16040	1645	1256	—	35			37223
April		1943	260	—	16375	20512	1167	1672	—	—	630		42559
May	1400	1800		1300	15295	11920	1922	757	75	—	—	1788	36257
June	17138	1600	130	—	18412	—	1710	11504	—	127	—	1800	54531
July	35552	1447	155	—	7320	900	1375	1750	—	36	—	—	48535
August	22000	1599	—	1500	30302	24420	1500	1963	—	—	—	1200	85749
September	36600	—	155	—	16585	20695	1602	3912	—	3	—	—	80862
October	30800	1500	170	—	9545	26960	750	1599	—	—	630	800	74163
November	18100	—	—	1450	9980	6950	1050	500	—	12	—	—	38047
December	28600	1704	150	—	7605	6270	1042	—	—	—	—	—	48606
TOTAL	190190	14744	1170	5750	172167	165007	16898	26169	150	213	1260	5588	608640

Excerpts From Respondent's Exhibit 116

ST. LOUIS AND ST. LOUIS COUNTY
1953

	<i>Canadian Ace</i> Statistical Cases	<i>Schoenhofen-Edelweis</i> Statistical Cases	<i>Warsaw</i> Statistical Cases	<i>Corydon-Ohlrich</i> Statistical Cases	<i>Guinness</i> Statistical Cases	<i>Carling</i> Statistical Cases	Statistical Cases	Statistical Cases	Statistical Cases	Statistical Cases	Statistical Cases	Statistical Cases
PACKAGE BEER												
January												
February												
March												
April												
May												
June	2100	10										
July	—	—										
August	—	—	1250	15								
September	—	—	1250	60								
October	—	1404	—	—	5							
November	—	—	—	5	—							
December	—	1444	835	—	6	950						
TOTAL	2100	2858	3335	80	11	950						

Respondent's Exhibit 118

(1149)

MODERN BREWERY AGE

**MISSOURI BREWING INDUSTRY LAGS FAR
BEHIND NATIONAL SHOWING IN '54**

AFTER chalking up record and near-record sales for the past seven years, Missouri breweries in 1954 fell to their lowest total since 1948.

Based on the state liquor department's annual report, Missouri brewers sold 7,151,597 barrels of fermented malt beverages last year. This was a sharp decline of 14.6% or 1,220,871 barrels from 1953, and a considerably greater drop than the national average taxpaid withdrawal setback of 3.2%.

Production at Six-Year-Low

Production of beer and ale by Missouri breweries during 1954 likewise hit a six-year low, with the 1954 aggregate of 7,665,511 barrels trailing the previous year by 17.4% or 1,336,629 barrels. The state's seven brewery companies produced 7.7% or 639,850 barrels less than in 1952, and 9.1% or 767,274 barrels less than in 1951.

Only One Ahead of '53

According to the official statistics, only one brewery was able to display a gain in total sales last year. That was Falstaff, whose Missouri plants enjoyed a sales increase of 75,372 barrels or 8.2%.

Accounting for the major portion of the total state sales deficit was Anheuser-Busch, whose St. Louis plant slipped 50,130 barrels or 17.5% behind 1953 sales. Second largest volume loss went to Griesedieck Bros., down 153,262 bar-

Respondent's Exhibit 118

rels or 19.2%, while the third largest decrease—95,051 barrels or 20.2%—belonged to Carling which took over Griesedieck Western on November 1, 1954.

Also recording lower sales were Goetz, down 71,940 barrels or 12.7%, Muchlebach, down 24,583 barrels or 12.7%, and Fischbach, down 277 barrels or 4.5%.

Sharp Drop in Outstate Sales

Both instate and outstate sales contributed to the general decrease in total sales sustained by Missouri breweries last year, the state report disclosed. On a percentage and volume basis, instate sales of 1,833,845 barrels made a better showing—being down only 13,331 barrels or 0.7% from 1953. Outstate sales of 5,317,752 barrels, on the other hand, dropped 1,207,540 barrels or 18.5%.

For the second straight year, Anheuser-Busch enjoyed top preference among Missourians with total 1954 instate sales of 590,247 barrels—35.5% or 154,513 barrels more than in 1953. Whereas in 1953 Anheuser-Busch led the second highest instate brewery by 25,097 barrels, last year its lead was increased to more than 137,000 barrels, according to tax stamp purchases.

Falstaff, which was on top in the state in 1952, continued in second place in 1954 with instate sales of 453,145 barrels while the Carling-Griesedieck Western combination with 296,800 barrels captured third place from Griesedieck Bros. which sold 277,051 barrels in the state of Missouri.

Needless to say, Anheuser-Busch was far ahead in outstate sales with 3,875,784 barrels, thus accounting for 72.9% of the state's aggregate compared with 76.3% in 1953. Falstaff retained runner-up honors with 540,324 barrels, with Griesedieck Bros. again in third position with 366,189 barrels. Of all the beer sold by Missouri breweries

Respondent's Exhibit 118

in 1954, 74.4% was sold outside the state compared with 77.9% in 1953.

The decline in production of fermented malt beverages by the Missouri brewing industry last year paralleled the sales drop with Falstaff being the only company to enjoy an increase. Falstaff gained 69,411 barrels or 7.0% in production while losses were recorded by Anheuser-Busch (1,066,022 barrels or 18.3%); Griesedieck Bros. (135,304 barrels or 16.2%); Carling-Griesedieck Western (117,455 barrels or 23.0%); Goetz (58,825 barrels or 9.7%); Muehlebach (26,751 barrels or 12.4%); and Fischbach (1,083 barrels or 15.4%).

Beer Shipped In Holds Up

Tax stamp purchases in Missouri last year revealed an increase in shipments of fermented malt beverages from other states. According to money paid for tax stamps, 495,669 barrels of outstate beer and ale were sold in Missouri last year, representing an increase of 2,510 barrels or 0.5% from the amount entering the state in 1953.

Schlitz for the second consecutive year won first place among the shippers with 140,227 barrels in 1954 against 134,822 barrels in 1953. Carling-Griesdieck Western's Illinois brewery retained second place with 112,485 barrels compared to 127,928 the year previous; while Pabst again was third with 75,520 barrels and Falstaff's Omaha plant again was fourth with 50,502 barrels. Together, these four companies accounted for 378,734 barrels or 76.4% of all the beer shipped into Missouri last year compared with a 78.0% ratio in 1953.

Other leading shippers into Missouri last year, according to the tax stamp purchases, were Miller with 30,181 barrels; Hamm's with 27,355 barrels; and Drewrys' Atlas plant with 21,411 barrels.

Respondent's Exhibit 118

PRODUCTION AND SALES OF MISSOURI BREWERIES, 1954 COMPARED WITH 1953

(Figures in barrels of 31 gallons)

	Production 1954	INSTATE SALES 1954	1953	OUTSTATE SALES 1954	1953	TOTAL SALES 1954	1953	Sales Increase or Decrease	% of Increase or Decrease
*Anheuser-Busch	4,776,443	590,247	435,734	3,875,784	4,980,127	4,466,031	5,416,161	— 950,130	—17.5
*Carling (Formerly Griseledick (Western)	393,610	296,800	372,840	81,881	101,892	378,681	474,732	— 96,051	—20.2
*Falstaff	1,053,975	453,145	410,637	540,324	507,460	993,469	918,097	75,372	8.2
Fischbach	5,943	4,775	5,063	1,138	1,127	5,913	6,190	— 277	— 4.5
Goetz	548,397	134,480	160,656	360,533	406,297	495,013	566,953	— 71,940	—12.7
Griseledick Co.	698,682	277,051	385,069	366,189	411,433	643,240	796,502	— 153,262	—19.2
Muehlebach	188,461	77,347	77,177	91,903	116,656	169,250	193,833	— 24,583	—12.7
TOTALS	7,665,511	1,833,845	1,847,176	5,317,752	6,525,292	7,151,597	8,372,468	—1,220,871	—14.6

*Figures for Anheuser-Busch, Carling and Falstaff do not include their plants outside Missouri.
Instate sales based on purchase of tax stamps.

Respondent's Exhibit 119-A/D

St. Louis, Missouri

Beer Advertising in Four Media

Brand	Newspaper	Outdoor	Radio	Television	4-Media Total
(Network & Non-Network)					
— 1 9 5 3 —					
Heuser-Busch, Inc.					
Jan.	\$ 680	\$ 4,260	—	—	\$ 4,940
Feb.	—	4,260	—	—	4,260
March	—	4,260	—	—	4,260
April	2,890	4,260	—	—	7,150
May	1,345	4,260	—	—	5,605
June	2,369	4,567	—	\$ 1,697	8,633
July	4,399	6,892	—	3,297	14,588
Aug.	2,303	6,892	—	3,297	12,492
Sept.	6,073	6,892	—	3,297	16,262
Oct.	1,028	4,760	\$ 2,001	2,205	9,994
Nov.	128	4,760	2,948	2,205	10,041
Dec.	3,850	4,760	2,948	2,205	13,763
Total	\$25,065	\$ 60,823	\$ 7,897	\$ 18,203	\$111,988
Staff					
Jan.	\$ 3,756	\$ 9,535	—	\$ 11,893	\$ 25,184
Feb.	4,369	9,535	\$ 113	9,698	23,715
March	4,770	9,535	488	12,485	27,278
April	6,785	9,535	11,775	11,013	39,108
May	4,370	9,535	17,100	9,906	40,911
June	5,077	9,835	17,175	17,314	49,401
July	3,602	9,835	17,875	17,208	48,520
Aug.	3,892	9,835	16,338	20,514	50,579
Sept.	3,960	9,835	16,650	21,846	52,291
Oct.	4,822	9,835	4,688	22,770	42,115
Nov.	4,371	9,835	3,750	18,199	36,155
Dec.	4,765	9,835	3,488	24,700	42,788
Total	\$54,539	\$116,520	\$109,440	\$197,546	\$478,045

Respondent's Exhibit 119

<i>Brand</i>	<i>Newspaper</i>	<i>Outdoor</i>	<i>Radio</i>	<i>Television</i>	
(Network & Non Network)					
— 1953 (Continued) —					
Grusselick Bros.					
Jan.	\$ 2,040	\$ 6,618	\$ 4,578	\$ 9,267	\$ 22,503
Feb.	3,805	6,600	4,489	8,248	23,142
March	4,470	6,600	6,266	7,978	25,314
April	4,855	6,618	12,732	9,941	34,146
May	5,455	6,618	21,696	8,800	32,569
June	7,480	6,618	17,991	7,698	39,787
July	7,480	6,618	14,970	11,161	40,237
Aug.	7,480	6,423	9,952	9,347	33,102
Sept.	7,577	6,568	14,736	7,659	36,536
Oct.	6,403	6,546	5,371	15,556	27,876
Nov.	8,456	6,546	4,881	9,723	29,606
Dec.	5,594	6,546	3,978	8,142	24,260
Total	\$71,095	\$ 78,919	\$121,640	\$112,928	\$384,582
(1143)					
Hyde Park "75"					
Jan.	—	\$ 1,833	—	—	\$ 1,833
Feb.	—	1,833	—	—	1,833
March	—	1,833	—	—	1,833
April	—	1,833	—	—	1,833
May	—	1,833	—	—	1,833
June	—	1,833	—	—	1,833
July	—	1,833	—	—	1,833
Aug.	—	1,833	—	—	1,833
Sept.	—	1,833	—	—	1,833
Oct.	—	1,833	—	—	1,833
Nov.	—	1,833	—	—	1,833
Dec.	—	1,833	—	—	1,833
Total	—	\$ 21,996	—	—	\$ 21,996
Stag					
Jan.	\$ 1,090	\$ 7,881	—	\$ 22,136	\$ 31,107
Feb.	244	7,927	—	15,172	23,343
March	82	7,801	—	16,877	24,760
April	969	7,801	—	18,119	26,890
May	3,602	7,801	—	18,147	29,550
June	—	7,801	—	22,200	30,001
July	1,337	7,801	—	20,441	29,579
Aug.	2,417	7,801	—	21,292	31,510
Sept.	1,561	7,801	—	16,756	26,118
Oct.	—	7,857	—	20,011	27,868
Nov.	491	7,857	\$ 11,100	15,456	34,904
Dec.	4,874	7,901	13,875	12,633	39,279
Total	\$16,667	\$ 94,030	\$ 24,975	\$219,200	\$354,972

Respondent's Exhibit 119

<i>Firm</i>	<i>Newspaper</i>	<i>Outdoor</i>	<i>Radio</i>	<i>Television</i>	<i>4-Media Total</i>
(Network & Non-Network)					
(4)					
— 1954 —					
Lenser-Busch, Inc.					
Jan.	\$ 7,849	\$ 4,792	\$ 9,970	\$ 1,757	\$ 24,368
Feb.	7,728	4,792	9,970	1,757	24,247
March	7,328	4,792	9,970	—	22,090
April	3,838	4,450	14,540	11,271	34,099
May	302	4,450	14,540	11,271	30,563
June	4,621	4,450	14,540	11,271	34,882
July	15,387	5,234	21,359	26,652	68,632
Aug.	11,634	5,234	21,359	26,652	64,879
Sept.	906	5,234	21,359	26,652	54,151
Oct.	65	20,678	12,059	14,672	47,474
Nov.	—	20,678	12,059	14,672	47,409
Dec.	478	20,678	12,059	14,672	47,887
Total	\$ 60,136	\$105,462	\$173,784	\$161,299	\$500,681
staff					
Jan.	\$ 6,734	\$ 9,915	\$ 5,139	\$ 21,931	\$ 43,689
Feb.	10,826	9,915	4,287	18,881	43,909
March	9,041	9,915	4,955	19,470	43,381
April	9,421	9,915	4,757	18,643	42,736
May	6,170	9,915	4,401	18,748	39,234
June	3,180	9,915	4,401	18,275	35,771
July	3,289	9,915	5,205	18,403	36,812
Aug.	7,570	9,915	4,400	18,615	40,500
Sept.	6,998	9,915	4,400	18,114	39,427
Oct.	8,715	11,074	4,747	17,815	42,351
Nov.	9,772	11,074	4,400	18,118	43,364
Dec.	4,388	11,074	5,139	19,017	39,618
Total	\$ 86,104	\$122,457	\$ 56,231	\$226,000	\$490,792
Resulick Bros.					
Jan.	—	\$ 5,490	\$ 7,700	\$ 6,504	\$ 19,694
Feb.	—	7,221	8,065	6,356	21,642
March	\$ 31,283	5,367	4,432	6,800	47,882
April	28,337	5,390	5,896	7,182	46,805
May	31,139	5,425	11,812	7,693	56,069
June	15,114	5,440	6,339	7,073	33,966
July	9,120	5,440	4,330	7,503	26,393
Aug.	19,434	5,440	2,994	7,879	35,707
Sept.	21,381	9,315	5,514	8,008	44,218
Oct.	3,284	5,440	1,651	7,149	17,524
Nov.	—	5,440	—	7,013	12,453
Dec.	—	5,440	3,000	7,988	16,428
Total	\$159,092	\$ 70,848	\$ 61,733	\$ 87,108	\$378,781

Respondent's Exhibit 119

<i>Brand</i>	<i>Newspaper</i>	<i>Outdoor</i>	<i>Radio</i>	<i>Television</i>	<i>4-Me</i> <i>7-11</i>
(Network & Non-Network)					
— 1954 (Continued) —					
(1145)					
Stag					
Jan.	—	\$ 4,000	\$ 3,625	\$ 10,783	\$ 4,417
Feb.	—	4,000	3,700	9,517	17,200
March	—	4,094	3,700	8,944	26,700
April	\$ 3,212	4,068	3,625	9,379	23,900
May	3,598	4,124	3,700	10,883	22,300
June	4,017	4,860	3,700	10,386	22,400
July	—	4,897	3,625	11,898	20,400
Aug.	—	4,897	3,700	13,630	22,200
Sept.	—	4,897	3,700	4,488	13,600
Oct.	—	4,674	3,625	11,950	20,400
Nov.	6,350	4,897	—	9,860	21,100
Dec.	2,138	4,897	—	9,900	18,900
Total	\$ 19,325	\$ 54,305	\$ 36,700	\$121,618	\$211,400
Carling's					
Jan.	—	—	—	—	—
Feb.	—	—	—	—	—
March	—	—	—	—	—
April	—	—	—	—	—
May	—	—	—	—	—
June	—	—	—	—	—
July	—	—	—	—	—
Aug.	—	—	—	—	—
Sept.	—	—	—	—	—
Oct.	—	—	—	—	—
Nov.	—	—	\$ 2,400	—	\$ 14,000
Dec.	—	—	3,500	—	15,000
Total	—	—	\$ 5,900	—	\$ 29,000

Respondent's Exhibit 120-A/S

ADVERTISING EXPENDITURES

By Anheuser-Busch, Inc. and Various Other Brewers
in Some Selected Cities

Brand	Newspaper	Outdoor	Radio	Television	4-Media Total
(Network & Non-Network)					
WASHINGTON, D. C.					
Anheuser-Busch, Inc.					
Year 1953	\$ 34,951	\$ 2,568	\$ 2,251	—	\$ 39,770
Year 1954	17,585	6,344	6,092	\$ 4,341	34,362
Other					
Year 1953	53,000	—	24,000	173,000	250,000
Year 1954	59,000	—	38,000	186,000	283,000
Sley Forge					
Year 1953	18,000	5,000	25,000	84,000	132,000
Year 1954	26,000	5,000	28,000	48,000	107,000
DETROIT, MICHIGAN					
Anheuser-Busch, Inc.					
Year 1953	70,860	45,852	3,754	—	120,466
Year 1954	40,450	55,633	13,365	—	115,448
Pfeiffer's					
Year 1953	32,000	84,000	24,000	157,000	297,000
Year 1954	59,000	89,000	40,000	312,000	500,000
Rock					
Year 1953	150,000	66,000	7,000	—	223,000
Year 1954	202,000	91,000	56,000	137,000	486,000

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Brand	Newspaper	Outdoor	Radio	Television
(Network & Non-Network)				
ST. LOUIS, MISSOURI				
<i>Anheuser-Busch, Inc.</i>				
Year 1953	24,860	60,823	7,897	18,264
Year 1954	59,923	108,463	173,785	161,301
<i>Falstaff</i>				
Year 1953	55,000	117,000	109,000	201,000
Year 1954	86,000	123,000	56,000	226,000
<i>Stag</i>				
Year 1953	17,000	94,000	25,000	219,000
Year 1954	19,000	54,000	36,000	123,000

(1147)

LOS ANGELES, CALIFORNIA

<i>Anheuser-Busch, Inc.</i>				
Year 1953	\$ 86,845	\$134,313	\$ 3,707	—
Year 1954	89,908	236,564	16,270	—
<i>Lucky Lager</i>				
Year 1953	34,000	148,000	140,000	\$100,000
Year 1954	49,000	274,000	103,000	116,000
<i>Burgemeister</i>				
Year 1953	14,000	108,000	182,000	140,000
Year 1954	26,000	147,000	153,000	116,000

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Brand	Newspaper	Outdoor	Radio	Television	4-Media Total
CLEVELAND					
C. Pilsener					
Year 1953	\$ 4,183	\$ 77,870	\$ 41,890	\$ 92,697	\$216,640
8 Mos. 1954	3,553	71,215	33,092	68,740	176,600
Coelster					
Year 1953	32,837	21,420	7,837	—	62,094
8 Mos. 1954	15,553	22,320	10,692	25,877	74,442
INDIANAPOLIS					
Edmann					
Year 1953	\$ 61,436	\$ 8,223	\$ 7,470	\$ 63,918	\$141,047
8 Mos. 1954	34,666	4,248	2,279	27,076	68,269
Coelster					
Year 1953	25,855	7,200	2,049	—	35,104
8 Mos. 1954	2,609	3,600	15,149	—	21,358
MEMPHIS					
Big					
Year 1953	—	\$ 16,096	\$170,266	\$166,174	\$352,536
8 Mos. 1954	\$ 3,360	11,711	59,749	104,787	179,607
Coelster					
Year 1953	20,155	9,505	5,237	—	34,897
8 Mos. 1954	7,535	6,667	9,748	1,912	25,862
HOUSTON					
Star					
Year 1953	\$ 6,793	\$ 26,403	\$134,435	\$117,409	\$285,070
8 Mos. 1954	6,581	28,268	46,426	106,842	188,117
Hoover					
Year 1953	8,301	28,794	104,494	—	141,589
8 Mos. 1954	15,483	28,617	81,467	—	125,567

Respondent's Exhibit 120

(1149)

ADVERTISING EXPENDITURES

<i>Brand</i>	<i>Newspaper</i>	<i>Outdoor</i>	<i>Radio</i>	<i>Television</i>	<i>4-Me. Tot.</i>
(Network & Non-Network)					

BALTIMORE, MARYLAND

(2 TV Stations did not report)

Anheuser-Busch, Inc.

Year 1953	\$ 22,610	\$ 22,072	\$ 2,814	—	\$ 47,496
Year 1954	14,111	26,297	9,349	—	49,757

National

Year 1953	61,000	60,000	4,000	\$104,000#	229,000
Year 1954	26,000	62,000	37,000	108,000#	233,000

Gunther

Year 1953	83,000	63,000	33,000	125,000#	344,000
Year 1954	80,000	68,000	68,000	119,000#	335,000

2 TV Stations did not report.

BOSTON, MASSACHUSETTS

(4 Radio Stations did not report)

Anheuser-Busch, Inc.

Year 1953	\$ 78,129	\$ 69,966	\$ 7,876	—	\$ 155,971
Year 1954	100,721	72,613	11,449	\$ 6,362	191,145

Ruppert

Year 1953	—	54,000	14,000*	116,000	184,000
Year 1954	—	57,000	15,000*	74,000	146,000

* 4 Radio Stations did not report.

*Respondent's Exhibit 120***ADVERTISING EXPENDITURES**

<i>Brand</i>	<i>Newspaper</i>	<i>Outdoor</i>	<i>Radio</i>	<i>Television</i>	<i>4-Media Total</i>
(Network & Non-Network)					
CHICAGO, ILLINOIS					
(6 Radio Stations did not report)					
<i>Heuser-Busch, Inc.</i>					
Year 1953	\$195,862	\$ 99,715	\$ 8,421	—	\$303,998
Year 1954	163,293	160,821	45,307	—	369,421
<i>Master Brew</i>					
Year 1953	200,000	24,000	—*	\$ 83,000	307,000
Year 1954	300,000	24,000	2,000*	169,000	495,000
* 6 Radio Stations did not report.					
DALLAS, TEXAS					
(4 Radio Stations did not report)					
<i>Heuser-Busch, Inc.</i>					
Year 1953	—	\$ 20,568	—	—	\$ 20,568
Year 1954	\$ 18,910	23,820	\$ 7,747	—	50,477
<i>Perl</i>					
Year 1953	16,000	8,000	21,000*	\$ 94,000	139,000
Year 1954	12,000	9,000	24,000*	83,000	128,000
<i>Staff</i>					
Year 1953	10,000	16,000	75,000*	30,000	131,000
Year 1954	12,000	16,000	41,000*	45,000	114,000
* 4 Radio Stations did not report.					
CLEVELAND, OHIO					
(2 Radio and 1 TV Station did not report)					
<i>Heuser-Busch, Inc.</i>					
Year 1953	36,250	17,560	7,837	—	61,647
Year 1954	34,437	36,411	8,003	7,389	86,240
<i>W.C.</i>					
Year 1953	4,000	78,000	42,000*	93,000#	217,000
Year 1954	8,000	82,000	38,000*	113,000#	241,000
<i>Win Brew</i>					
Year 1953	35,000	30,000	20,000*	—#	85,000
Year 1954	300	32,000	25,000*	90,000#	147,300

* 2 Radio Stations did not report.

1 TV Station did not report.

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Brand	Newspaper	Outdoor	Radio	Television	
(Network & Non Network)					
MIAMI, FLORIDA					
(1 TV Station did not report)					
<i>Anheuser-Busch, Inc.</i>					
Year 1953	12,892	38,599	—	—	31,4
Year 1954	24,254	43,494	4,446	—	71
<i>Regal</i>					
Year 1953	3,000	46,000	3,000	41,000 ±	31,0
Year 1954	7,000	61,000	7,000	41,000 ±	36,0

1 TV Station did not report.

(1151)

DES MOINES, IA.

(1 Radio Station did not report)

<i>Anheuser-Busch, Inc.</i>					
Year 1953	—	\$ 12,585	\$ 9,160	\$ —	\$ 2,7
Year 1954	—	16,434	8,983	18,160	43
<i>Hamm's</i>					
Year 1953	—	16,000	—*	1,000	7
Year 1954	—	16,000	—*	31,000	7
<i>Falstaff</i>					
Year 1953	—	18,000	—*	—	4
Year 1954	—	18,000	—*	26,000	4

* 1 Radio Station did not report.

EAST HARTFORD, CONN.

(3 Radio Stations did not report)

<i>Anheuser-Busch, Inc.</i>					
Year 1953	—	8,442	—	—	7
Year 1954	—	9,222	4,550	—	7
<i>Ballantine</i>					
Year 1953	8,000	6,000	19,000*	—	7
Year 1954	10,000	6,000	24,000*	10,000	7
<i>Ruppert</i>					
Year 1953	3,000	17,000	21,000*	5,000	7
Year 1954	3,000	17,000	21,000*	6,000	7

* 3 Radio Stations did not report.

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Year	Newspaper	Outdoor	Radio	Television	4-Media Total
(Network & Non-Network)					
FORT WAYNE, INDIANA					
(2 Radio Stations did not report)					
Gorham-Busch, Inc.					
Year 1953	\$ 6,005	\$ 2,970	—	—	\$ 9,575
Year 1954	3,600	3,240	\$ 2,267	—	9,167
ry's					
Year 1953	7,000	7,000	100*	—	14,100
Year 1954	5,000	11,000	200*	\$ 4,000	20,200
s					
Year 1953	11,000	6,000	1,000*	—	18,000
Year 1954	11,000	8,000	—*	—	19,000
ff					
Year 1953	—	—	—	—	—
(Not introduced until June 1954)					
Year 1954	7,000	10,000	12,000*	29,000	58,000
* 2 Radio Stations did not report.					
LITTLE ROCK, ARKANSAS					
(2 Radio Stations did not report)					
Gorham-Busch, Inc.					
Year 1953	4,570	8,622	86	2,632	15,910
Year 1954	6,245	8,658	16,707	—	31,610
ff					
Year 1953	100	5,000	1,000*	—	6,100
Year 1954	2,000	5,000	17,000*	3,000	27,000
Year 1953					
Year 1954	2,000	5,000	—*	100	7,100
Year 1954	1,000	5,000	—*	8,000	14,000
* 2 Radio Stations did not report.					
KANSAS CITY, MO.					
(2 TV Stations did not report)					
Gorham-Busch, Inc.					
Year 1953	\$ 1,149	\$ 30,589	\$ 34,038	\$ 1,108	\$ 66,884
Year 1954	190	49,604	23,305	18,068	91,167
try Club					
Year 1953	—	63,000	47,000	7,000#	117,000
Year 1954	—	68,000	—	117,000#	185,000
lebach					
Year 1953	—	18,000	71,000	—#	89,000
Year 1954	—	24,000	68,000	6,000#	98,000
# 2 TV Stations did not report.					

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Brand	Newspaper	Outdoor	Radio	Television	
(Network & Non Network)					
KNOXVILLE, TENN.					
(2 Radio and 1 TV Station did not report)					
<i>Anheuser-Busch, Inc.</i>					
Year 1953	5,630	8,070	—	—	137
Year 1954	3,854	8,060	2,667	—	143
<i>Stag</i>					
Year 1953	3,000	3,000	10,000*	—#	16
Year 1954	1,000	3,000	11,000*	—#	17
<i>Champagne Velvet</i>					
Year 1953	8,000	5,000	—*	—#	15
Year 1954	9,000	3,000	—*	—#	12

* 2 Radio Stations did not report.

1 TV Station did not report.

(1154)

MOBILE, ALABAMA

(1 Radio Station did not report)

<i>Anheuser-Busch, Inc.</i>					
Year 1953	\$ 5,448	\$ 4,816	—	—	130
Year 1954	3,844	5,310	\$ 2,428	—	113
<i>Falstaff</i>					
Year 1953	1,000	11,000	33,000*	—	5
Year 1954	2,000	12,000	21,000*	—	5
<i>Jax</i>					
Year 1953	5,000	12,000	16,000*	—	11
Year 1954	8,000	13,000	23,000*	—	4

* 1 Radio Station did not report.

NEW ORLEANS, LOUISIANA

(6 Radio and 2 TV Stations did not report)

<i>Anheuser-Busch, Inc.</i>					
Year 1953	15,210	43,581	—	—	47
Year 1954	15,467	43,952	4,856	—	47
<i>Falstaff</i>					
Year 1953	—	30,000	129,000*	\$ 27,000#	10
Year 1954	11,000	30,000	87,000*	53,000#	10
<i>Jax</i>					
Year 1953	32,000	26,000	40,000*	—#	10
Year 1954	32,000	26,000	51,000*	—#	10

* 6 Radio Stations did not report.

2 TV Stations did not report.

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Brand	Newspaper	Outdoor	Radio	Television	4-Media Total
(Network & Non-Network)					
(5) NEW YORK, N. Y.					
(1953: 1 Radio and 2 TV Stations did not report.)					
(1954: 7 Radio and 5 TV Stations did not report.)					
Heuser-Busch, Inc.					
Year 1953	\$ 132,620	\$211,597	\$ 15,655	—	\$ 359,872
Year 1954	166,612	235,795	38,397	\$ 17,114	457,918
Longold					
Year 1953	\$1,583,000	361,000	352,000*	194,000#	2,490,000
Year 1954	2,176,000	318,000	215,000*	4,000#	2,713,000
Lentine					
Year 1953	415,000	154,000	501,000*	162,000#	1,232,000
Year 1954	702,000	111,000	193,000*	1,007,000#	2,013,000
* 1953: 1 Radio Station did not report.					
1954: 7 Radio Stations did not report.					
# 1953: 2 TV Stations did not report.					
1954: 5 TV Stations did not report.					
OMAHA, NEBRASKA					
(2 Radio and 1 TV Station did not report.)					
Heuser-Busch, Inc.					
Year 1953	4,378	16,196	—	—	20,574
Year 1954	3,684	14,672	46,876	8,062	73,294
Lent					
Year 1953	23,000	18,000	31,000*	11,000#	83,000
Year 1954	12,000	18,000	27,000*	40,000#	97,000
Lent					
Year 1953	10,000	21,000	43,000*	23,000#	97,000
Year 1954	11,000	21,000	19,000*	42,000#	93,000
* 2 Radio Stations did not report.					
# 1 TV Station did not report.					
(56) PEORIA, ILLINOIS					
(1 Radio Station did not report.)					
Heuser-Busch, Inc.					
Year 1953	\$ 4,640	\$ 7,966	—	—	\$ 12,606
Year 1954	3,435	8,403	\$ 25,594	—	37,432
Lent					
Year 1953	—	5,000	—*	\$ 16,000	21,000
Year 1954	—	5,000	—*	31,000	36,000
Lent					
Year 1953	2,000	7,000	—*	25,000	34,000
Year 1954	2,000	7,000	—*	17,000	26,000
* 1 Radio Station did not report.					

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Brand	Newspaper	Outdoor	Radio	Television	
(Network & Non-Network)					
PHILADELPHIA, PENNSYLVANIA					
(5 Radio and 2 TV Stations did not report.)					
<i>Anheuser-Busch, Inc.</i>					
Year 1953	59,768	31,617	—	—	0.8
Year 1954	26,763	33,933	9,648	26,650	6.3
<i>Schmidt's</i>					
Year 1953	85,000	74,000	14,000*	80,000±	31
Year 1954	70,000	74,000	12,000*	86,500±	42
<i>Ortlich</i>					
Year 1953	55,000	87,000	43,000*	15,000±	8
Year 1954	43,000	87,000	41,000*	27,000±	8
* 5 Radio Stations did not report.					
± 2 TV Stations did not report.					
(1157)					
PITTSBURGH, PENNSYLVANIA					
(1 Radio and 1 TV Station did not report.)					
<i>Anheuser-Busch, Inc.</i>					
Year 1953	\$ 26,400	\$ 57,412	—	—	\$ 1.8
Year 1954	18,020	64,164	\$ 10,229	\$ 9,978	2.2
<i>Iron City</i>					
Year 1953	12,000	103,000	32,000*	—±	7
Year 1954	11,000	105,000	23,000*	—±	5.0
<i>Duquesne</i>					
Year 1953	31,000	197,000	34,000*	—±	17.0
Year 1954	48,000	202,000	57,000*	—±	17.0
* 1 Radio Station did not report.					
± 1 TV Station did not report.					
PROVIDENCE, RHODE ISLAND					
(1 Radio Station did not report.)					
<i>Anheuser-Busch, Inc.</i>					
Year 1953	9,041	19,350	1,491	—	2.5
Year 1954	10,786	26,746	5,097	6,127	2.7
<i>Narragansett</i>					
Year 1953	—	—	3,000*	33,000	1.0
Year 1954	—	4,000	6,000*	36,000	4.0
<i>Hanley</i>					
Year 1953	11,000	1,000	1,000*	—	1.0
Year 1954	12,000	4,000	6,000*	—	1.0
* 1 Radio Station did not report.					

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Brand	Newspaper	Outdoor	Rad ^y	Television	4-Media Total
(Network & Non-Network)					
(58)					
RICHMOND, VIRGINIA					
(1 Radio Station did not report)					
Heuser-Busch, Inc.					
Year 1953	\$ 14,450	—	—	—	\$ 14,450
Year 1954	12,325	—	\$ 3,557	—	15,882
Libran					
Year 1953	9,000	—	140,000*	\$ 40,000	189,000
Year 1954	10,000	—	149,000*	40,000	199,000
ional Bohemian					
Year 1953	200	—	1,000*	26,000	27,200
Year 1954	200	—	1,000*	30,000	31,200
* 1 Radio Station did not report.					
(59)					
SAN ANTONIO, TEX.					
(4 Radio Stations did not report)					
Heuser-Busch, Inc.					
Year 1953	\$ —	\$ 11,880	\$ —	\$ —	\$ 11,880
Year 1954	15,234	14,040	5,105	—	34,379
The Star					
Year 1953	6,000	11,000	48,000*	97,000	162,000
Year 1954	4,000	11,000	62,000*	97,000	174,000
The Star					
Year 1953	14,000	27,000	54,000*	108,000	203,000
Year 1954	9,000	31,000	56,000*	108,000	204,000
The Staff					
Year 1953	8,000	21,000	44,000*	108,000	181,000
Year 1954	6,000	24,000	31,000*	123,000	184,000
* 4 Radio Stations did not report					
TAMPA, FLA.					
(1 Radio Station did not report)					
Heuser-Busch, Inc.					
Year 1953	9,658	8,568	—	—	18,226
Year 1954	9,171	11,658	3,557	—	24,386
The Bar Ale					
Year 1953	8,000	16,000	16,000*	20,000	60,000
Year 1954	1,000	17,000	17,000*	7,000	42,000
Tropical					
Year 1953	4,000	15,000	11,000*	43,000	73,000
Year 1954	—	16,000	13,000*	42,000	71,000
* 1 Radio Station did not report.					

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Period	Newspaper	Outdoor	Radio	Television	
(Network & Non-Network)					
(1160)	KEARNY, N. J.				
<i>Anheuser-Busch, Inc.</i>					
Year 1953	\$ 32,221	\$114,894	—	—	\$147,115
Year 1954	33,485	137,838	—	\$ 7,175	140,663
<i>Schaeffer</i>					
Year 1953	40,000	200	—	—	40,200
Year 1954	50,000	200	—	—	50,200
<i>Rheingold</i>					
Year 1953	373,000	400	—	—	373,400
Year 1954	427,000	400	—	—	427,400
EAST CHICAGO, INDIANA					
<i>Anheuser-Busch, Inc.</i>					
Year 1953	3,710	1,560	—	—	5,270
Year 1954	3,168	3,134	—	—	6,302
<i>Greengrass</i>					
Year 1953	3,000	4,000	—	—	7,000
Year 1954	3,000	4,000	—	—	7,000
<i>Lehigh</i>					
Year 1953	4,000	4,000	—	—	8,000
Year 1954	5,000	4,000	—	—	9,000

(1161)

ATLANTA, GEORGIA

(1 Radio and 1 TV Station did not report)

<i>Anheuser-Busch, Inc.</i>					
Year 1953	\$ 25,850	\$ 17,431	\$ 10,094	\$ 4,907	\$ 58,282
Year 1954	14,689	16,006	5,335	—	36,030
<i>Campagne Velvet</i>					
Year 1953	—	—	10,000*	—	10,000
Year 1954	300	5,000	12,000*	—	17,300

* 1 Radio Station did not report.

1 TV Station did not report.

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Radio	Newspaper	Outdoor	Radio	Television	4-Media Total
(Network & Non Network)					

JACKSON, MISSISSIPPI

(2 Radio and 1 TV Station did not report)

<i>Walter-Bullock, Inc.</i>					8,947
Year 1953	5,467	3,480	—	—	9,204
Year 1954	2,894	3,480	2,890	—	
<i>WJLH</i>					45,000
Year 1953	—	10,000	27,000*	8,000#	40,000
Year 1954	2,000	10,000	14,000*	14,000#	
Year 1953	8,000	10,000	4,000*	—#	22,000
Year 1954	8,000	10,000	4,000*	—#	22,000

* 2 Radio Stations did not report.

1 TV Station did not report.

CHARLESTON, S. C.

(2 Radio and 1 TV Station did not report)

<i>Walter-Bullock, Inc.</i>					6,400
Year 1953	4,000	2,400	—	—	6,307
Year 1954	2,128	2,400	1,779	—	
<i>WCHS</i>					—
Year 1953	—	—	—*	—#	—
Year 1954	—	—	—*	—#	—

* 2 Radio Stations did not report.

1 TV Station did not report.

JACKSONVILLE, FLORIDA

(1 Radio Station did not report)

<i>Walter-Bullock, Inc.</i>					\$ 26,377
Year 1953	\$ 2,835	\$ 23,542	—	—	56,158
Year 1954	6,997	26,790	\$ 3,557	\$ 18,814	
Year 1953	8,000	4,000	2,000*	—	14,000
Year 1954	9,000	4,000	2,000*	11,000	26,000

* 1 Radio Station did not report.

Respondent's Exhibit 120

ADVERTISING EXPENDITURES

Brand	Newspaper	Outdoor	Radio	Television	
(Network & Non-Network)					

BIRMINGHAM, ALABAMA

(5 Radio and 1 TV Station did not report)

Anheuser-Busch, Inc.

Year 1953	16,740	9,355	—	—	\$10,000
Year 1954	11,327	13,258	21,731	—	\$10,000

Sterling

Year 1953	14,000	12,000	6,000*	19,000#	\$10,000
Year 1954	23,000	12,000	2,000*	19,000#	\$10,000

Burger

Year 1953	—	8,000	1,000*	—#	\$10,000
Year 1954	5,000	6,000	—*	—#	\$10,000

* 5 Radio Stations did not report.

1 TV Station did not report.

(1163)

WICHITA, KANSAS

(1 TV Station did not report)

Anheuser-Busch, Inc.

Year 1953	\$ 11,731	\$ 11,700	—	—	\$13,000
Year 1954	—	11,040	\$ 18,577	\$ 4,336	\$13,000

Country Club

Year 1953	9,000	5,000	—	—#	\$10,000
Year 1954	—	9,000	—	—#	\$10,000

Hamm's

Year 1953	600	4,000	17,000	—#	\$10,000
Year 1954	500	4,000	—	11,000#	\$10,000

1 TV Station did not report.

NORFOLK, VIRGINIA

(2 Radio and 1 TV Station did not report)

Anheuser-Busch, Inc.

Year 1953	13,360	—	—	—	\$10,000
Year 1954	10,932	—	3,557	1,231	\$10,000

National Bohemian

Year 1953	—	—	—*	27,000#	\$10,000
Year 1954	100	—	4,000*	18,000#	\$10,000

* 2 Radio Stations did not report.

1 TV Station did not report.

Respondent's Exhibit 120

(1164)

SOURCES AND METHODS USED

Newspapers (Source: Each newspaper in the cities involved.) The expenditures are for space costs only.

Outdoor (Source: Each outdoor plant operator in the cities involved.) The expenditures are for posting, bulletin and spectacular space only.

Network Radio and Network Television (Source: Publishers Information Bureau) Expenditures are based on gross time rates before discounts except that contiguous rates are used where applicable. Estimated talent and production costs are included in the figures.

Spot Radio and Spot Television (Source: The radio and television stations located in the cities involved. TV Rorabaugh Reports and Spot Radio Reports.) The expenditures include time charges and estimated talent and production costs.

(Anheuser-Busch expenditures were taken from D'Arcy records.)

Respondent's Exhibit 122

TEXAS BEER SALES IN BARRELS

	Year 1954	% to Tot.	Year 1953	% to Tot.	Year 1952	% to Tot.	Year 1951	% to Tot.	Year 1950	% to Tot.	Year 1949	% to Tot.	Year 1948	% to Tot.
Full	836,696	19.8	771,256	18.2	678,876	16.2	608,618	14.5	518,596	13.3	393,066	11.1	433,656	12
Full	793,700	18.8	773,804	18.2	756,101	18.1	825,468	19.7	790,205	20.3	844,985	24.0	634,995	18
Star	670,477	15.9	581,162	13.7	503,150	12.0	453,391	10.8	353,962	9.1	259,152	7.4	195,503	5
Mason	550,215	13.0	501,928	11.8	403,924	9.7	350,229	8.4	332,240	8.5	264,665	7.5	152,541	4
Katz	350,949	8.3	377,362	8.9	495,228	11.8	489,236	11.7	457,943	11.7	373,460	10.6	307,610	9
Beck's	234,400	5.5	321,943	7.6	300,249	7.2	302,217	7.2	277,663	7.1	261,626	7.4	247,638	7
Grand Prize	214,416	5.1	264,765	6.2	295,381	7.1	358,705	8.6	390,108	10.0	289,420	8.2	386,568	11
Warren Select	193,805	4.6	222,752	5.2	264,020	6.3	299,218	7.1	311,300	8.0	362,937	10.3	458,218	13
Best	44,416	1.0	94,812	2.2	102,026	2.4	146,127	3.5	140,576	3.6	180,220	5.1	168,789	5
Hehlebach	29,332	.7	42,541	1.0	56,090	1.3	64,454	1.5	68,821	1.8	77,440	2.2	45,222	1
Others	309,667	7.3	295,220	7.0	326,222	7.8	293,315	7.0	257,881	6.6	218,095	6.2	323,498	9
TOTAL BREWING INDUSTRY	4,228,073	100.0	4,247,545	100.0	4,181,267	100.0	4,190,978	100.0	3,899,295	100.0	3,525,066	100.0	3,354,238	100

ent's Exhibit 122

SALES IN BARRELS

	<i>Year</i> <i>1954</i>	<i>%</i> <i>to</i> <i>Tot.</i>	<i>Year</i> <i>1950</i>	<i>%</i> <i>to</i> <i>Tot.</i>	<i>Year</i> <i>1949</i>	<i>%</i> <i>to</i> <i>Tot.</i>
	836,696	14.5	518,596	13.3	393,066	11.1
	793,700	19.7	790,205	20.3	844,985	24.0
	670,477	10.8	353,962	9.1	259,152	7.4
	550,215	8.4	332,240	8.5	264,665	7.5
	350,949	11.7	457,943	11.7	373,460	10.6
	234,400	7.2	277,663	7.1	261,626	7.4
	214,416	8.6	390,108	10.0	289,420	8.2
	193,805	7.1	311,300	8.0	362,937	10.3
	44,416	3.5	140,576	3.6	180,220	5.1
	29,332	1.5	68,821	1.8	77,440	2.2
	309,667	7.0	257,881	6.6	218,095	6.2
INDUSTRY	4,228,073	100.0	3,899,295	100.0	3,525,066	100.0

	<i>Year</i> <i>1948</i>	<i>%</i> <i>to</i> <i>Tot.</i>	<i>Year</i> <i>1947</i>	<i>%</i> <i>to</i> <i>Tot.</i>	<i>Year</i> <i>1946</i>	<i>%</i> <i>to</i> <i>Tot.</i>
1	433,656	12.9	421,355	12.8		
0	634,995	18.9	383,112	11.7		
4	195,503	5.8	176,803	5.4		
5	152,541	4.6	108,162	3.3		
6	307,610	9.2	257,913	7.8	140,909	5.4
4	247,638	7.4	273,620	8.3	245,632	9.5
2	386,568	11.5	484,933	14.7		
3	458,218	13.7	455,923	13.9		
1	168,789	5.0	131,896	4.0	83,900	3.2
2	45,222	1.4	81,959	2.5		
2	323,498	9.6	513,339	15.6		
0	3,354,238	100.0	3,289,015	100.0	2,594,504	100.0

Budweiser - Falstaff P
 All States in which both Budw

BUDWEISER

<i>State</i>	1954		1953	
	<i>Volume</i>	<i>% Var. over 1953</i>	<i>Volume</i>	<i>%</i>
1 Alabama	1,075,043Cs	—23.0	1,396,501Cs	
2 Arkansas	723,584Cs	—26.6	986,140Cs	
3 Iowa	1,005,313Cs	—12.1	1,143,222Cs	
4 Kansas	717,266Cs	—11.6	811,580Cs	
5 Mississippi	552,063Cs	—13.9	640,839Cs	
6 Missouri	5,707,071Cs	+68.9	3,379,008Cs	
7 Nebraska	462,947Cs	—13.6	535,945Cs	
8 Nevada	19,184B/E	—20.5	24,123B E	
9 Tennessee*	105,897B/E	—12.5	120,922B E	
10 Texas	2,407,711Cs	—29.1	3,395,976Cs	

LEGEND—SOURCE OF INFORMATION

- 1 The Birmingham News—Birmingham Post-Herald
- 2 Arkansas Division—United States Brewers Foundation
- 3 Iowa Daily Press Association Monthly Report
- 4 Kansas State Commission of Revenue & Taxation—Office of Director Alcoholic
- 5 Mississippi Division—United States Brewers Foundation
- 6 Missouri Brewers Assn.
- 7 Nebraska Beer Wholesalers Assn.
- 8 Capital Service Co.
- 9 Tennessee Division—United States Brewers Foundation
- 10 N. A. Saner Co. *

* Total Beer B/E

ff Package Beer Sales—1953-1954

Budweiser and Falstaff Figures Are Available

FALSTAFF

1953		1954		1953	
% Var. over 1952	Volume	% Var. over 1953	Volume	% Var. over 1952	
+ 4.6	988,008Cs	+ 9.5	902,658Cs	+27.9	
+19.1	968,889Cs	+11.5	869,116Cs	+15.3	
+10.6	1,201,325Cs	+ 1.8	1,179,820Cs	+ 2.1	
+10.5	344,601Cs	+ 4.5	329,776Cs	+28.4	
+ 6.6	1,551,717Cs	+ 9.6	1,416,032Cs	+15.7	
+32.5	6,168,289Cs	+10.2	5,595,396Cs	+21.6	
+18.6	441,991Cs	+ 7.5	411,230Cs	+21.8	
+32.0	5,390B/E	—	0	—	
+ 8.8	143,612B/E	+23.4	116,410B/E	+21.4	
+ 8.6	10,809,945Cs	+ 2.2	10,575,241Cs	+ 2.1	

holic Beverage Control

Respondent's Exhibit 125

(1169)

[INTER-OFFICE LETTERHEAD OF]
ANHEUSER-BUSCH, INC.

Mr. W. J. Shine
J. E. Barsi

January 18, 1954

As you know, Mr. Flanigan requested the St. Louis office to make a survey on the 11-oz. bottles in portions of his Region to ascertain whether a sales advantage could be obtained if we were to produce such a package.

I suggest that you confer with Mr. Flanigan and decide on a course of action, the approximate starting date and the completion date for this survey.

Will you please keep me advised.

JEB

J. E. Barsi

cc: Messrs. August A. Busch, Jr.
A. von Gontard
J. Flanigan

Excerpts From Respondent's Exhibit 130

* * *

The 1949 figure for "grocery" stores, which included both types, totalled 39.9%.

* * *

Taverns show a slight loss as a source of packaged beer and ale for home consumption. A drop of 25.6% to 21.2% in the past five years is indicated.

* * *

(1246)

Place Of Purchase Of Beer or Ale For Home Consumption

Grocery Store	51.3%
Liquor Store	21.9%
Tavern	21.2%
Delicatessen	3.5%
Miscellaneous Others	14.9%

* * *

Excerpts From Respondent's Exhibit 131

(1308)

BEER REPORT

1953

Published by

THE AMERICAN
MAGAZINE

(1310)

• • •

The beer tables in this report have been compiled basically from The American Brewers Statistical Tables and the Alcohol and Tobacco Tax Division Reports of the U. S. Bureau of Internal Revenue. In addition, the consumption data has been adjusted through estimates worked out by Mr. Benjamin W. Corrado and Staff.

• • •

(1311)

Most beer is consumed in the home

<i>Place of Consumption</i>	<i>% of Total Beer Consumption</i>
At Own Homes, Other Homes, Picnics, Etc.	71.4%
In Taverns, Bars, Restaurants	28.6%

• • •

Source: 1949 Crossley Study for U. S. Brewers Foundation

*Excerpts From Respondent's Exhibit 131***packaged beer sales are on the increase**

<i>Year</i>	<i>Packaged Beer Tax-Paid (% of Total)</i>	<i>Draught Beer Tax-Paid (% of Total)</i>
1952	74.7%	25.3%
1951	73.6%	26.4%
1950	71.8%	28.2%
1949	70.3%	29.7%

Source. Calculated from ATTD reports.

most packaged beer is sold in food stores

<i>Type of Food Store</i>	<i>Packaged Beer Sales (% of Total)</i>
Groceries	23%
Supermarkets, Chains	23%
Delicatessens	6%
<i>Type of Other Outlet</i>	
Liquor Stores	22%
Bars, Restaurants	11%
Other Retail Stores	5%
Brewers, Distributors	10%*

*Much of this is probably delivered to the home.

Source: American Can Company survey of home beer consumption in 1952.

Excerpts From Respondent's Exhibit 133-A/N

1923)

November 30, 1954

Mr. A. von Gontard:

From time to time you have asked me questions like—

“What percentage of packaged BUDWEISER is sold through grocery stores?”

“How much of our product is sold on-premise?”

“What percentage of returnable bottles is sold off-premise?”

* * *

During the last two years I have asked on several occasions for authorization to request from our wholesalers the necessary data. In September you agreed to sending a letter over your signature to all wholesalers and branches asking for a detailed analysis of BUDWEISER sales during the month of August.

The response to that request has been pretty good. We have received replies from 774 shipping points, or 83% of all warehouse locations. These 774 shipping points account for 94% of all BUDWEISER sales. Therefore, we have adequate representation for general summaries even though we do not have 100% replies.

* * *

Now—for the first time, I can answer your questions.

16.6% of all packaged BUDWEISER is sold through food stores.

55.4% of all packaged BUDWEISER is sold for consumption on-premise.

20.4% of all returnable bottles is sold off-premise.

* * *

Excerpts From Respondent's Exhibit 133

(1332)

BUDWEISER sales—by type of outlet.

Taverns are the principal outlets for BUDWEISER sales, not only draught sales but packaged sales also. In this respect, BUDWEISER sales do not follow the general industry pattern.

In the table below I have summarized our survey findings by showing: 1) the percentage of outlets by type; 2) the percentage of BUDWEISER packaged sales by type of outlet; and 3) the percentage of BUDWEISER and MICHELOB combined draught sales by type of outlet. For comparison, I have shown figures from the May 1954 U.S.B.F. survey and the distribution of retail calls made by Anheuser-Busch field personnel during August and September 1954. (Two months are shown to indicate that this distribution of calls is a general pattern.)

	Percent of all licensed outlets	Percent of BUDWEISER Sales		U.S.B.F. Survey	Percent of A.B. Retail Calls	
		pkgd.	draught		Aug.	Sept.
Taverns	44.0%	42.6%	78.4%	18.8%	63.1%	64.0%
Restaurants	13.1	12.7	12.1			
Hotels—Clubs	7.3	6.8	4.1		6.7	6.0
Food Stores	23.7	16.6	0.3	48.6	18.2	16.0
Package Stores	6.2	12.2	0.3	19.4	7.1	7.0
Drug Stores	1.8	1.6	1.1			
Amusement Places	1.8	2.8	1.9		1.1	1.0
Railroad	0.1	0.2	1.1		1.8	1.0
Military	0.4	2.3	2.7			
All Others	1.6	2.2	0.2	13.2	2.0	2.0
TOTALS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Excerpts From Respondent's Exhibit 133

(1333)

. . .

It is evident that grocery stores offer the principal field for our efforts.

There is evidence also that package stores are increasing in importance as outlets. Representing only 6% of outlets and 12% of our package sales, and possibly 15% of total consumption, they are second only to grocery stores in importance on an industry total basis.

. . .

(1340)

. . .

I believe this is one of the most important studies we have made in recent years. It provides, on a reasonably accurate basis, information which heretofore was not available at all.

. . .

William J. Shine

Respondent's Exhibit 139

ON-OFF PREMISE SALES RATIO COMPARISON

ANHEUSER BUSCH-INDUSTRY

A-B ON-OFF
PREMISE SALES
RATIO - ~~PACKAGE~~
BEER ONLY



AUGUST 1954
A-B SURVEY

A-B ON-OFF
PREMISE SALES
RATIO - TOTAL
BEER

D R A U G H T

ON
PREMISE
63.3%

P A C K A G E B E E R

OFF
PREMISE
36.7%

AUGUST 1954
A-B SURVEY

INDUSTRY ON-
OFF PREMISE
SALES RATIO -
TOTAL BEER

ON
PREMISE
38.4%

OFF
PREMISE
61.6%

MAY-JUNE 1954
GROSSLEY SURVEY

Respondent's Exhibit 140

59)

August 12, 1955

City Sales Department, St. Louis, Mo.

On-Premise Sales

	1 9 5 3		1 9 5 4		1 9 5 5	
	Cases	% to Total	Cases	% to Total	Cases	% to Total
January	59,154	72	69,906	68	148,379	51
February	63,881	72	79,924	66	214,801	43
March	73,968	71	88,875	65	80,689	53
April	83,465	71	105,979	64	97,477	68
May	92,726	69	100,452	61	118,688	59
June	124,205	69	148,491	47	126,640	54
Months Total	497,399	70%	593,627	59%	786,674	52%
July	117,164	67	227,952	42	127,434	52
August	113,643	70	210,320	44	135,273	52
September	104,401	69	202,241	46	116,539	53
October	95,468	69	179,620	48	91,664	56
November	81,463	70	167,998	48		
December	97,931	67	185,266	46		
Months Total	610,070	69%	1,173,397	45%		
Year Total	1,107,469	69%	1,767,024	49%		

Respondent's Exhibit 141

(1360)

August 12, 55

On and Off-Premise Sales

Budweiser and Busch Lager Packaged Beer Sales

1955

BUDWEISER

	On-Premise		Off-Premise		Total
	Cases	%	Cases	%	
January	148,379	51	141,494	49	289,873
February	214,801	43	282,531	57	497,332
March	80,689	53	70,610	47	151,299
April	97,477	68	46,818	32	144,295
May	118,688	59	82,731	41	201,419
June	126,640	54	107,303	46	233,943
6 Months	786,674	52%	731,487	48%	1,518,161
July	127,434	52	118,372	48	245,806

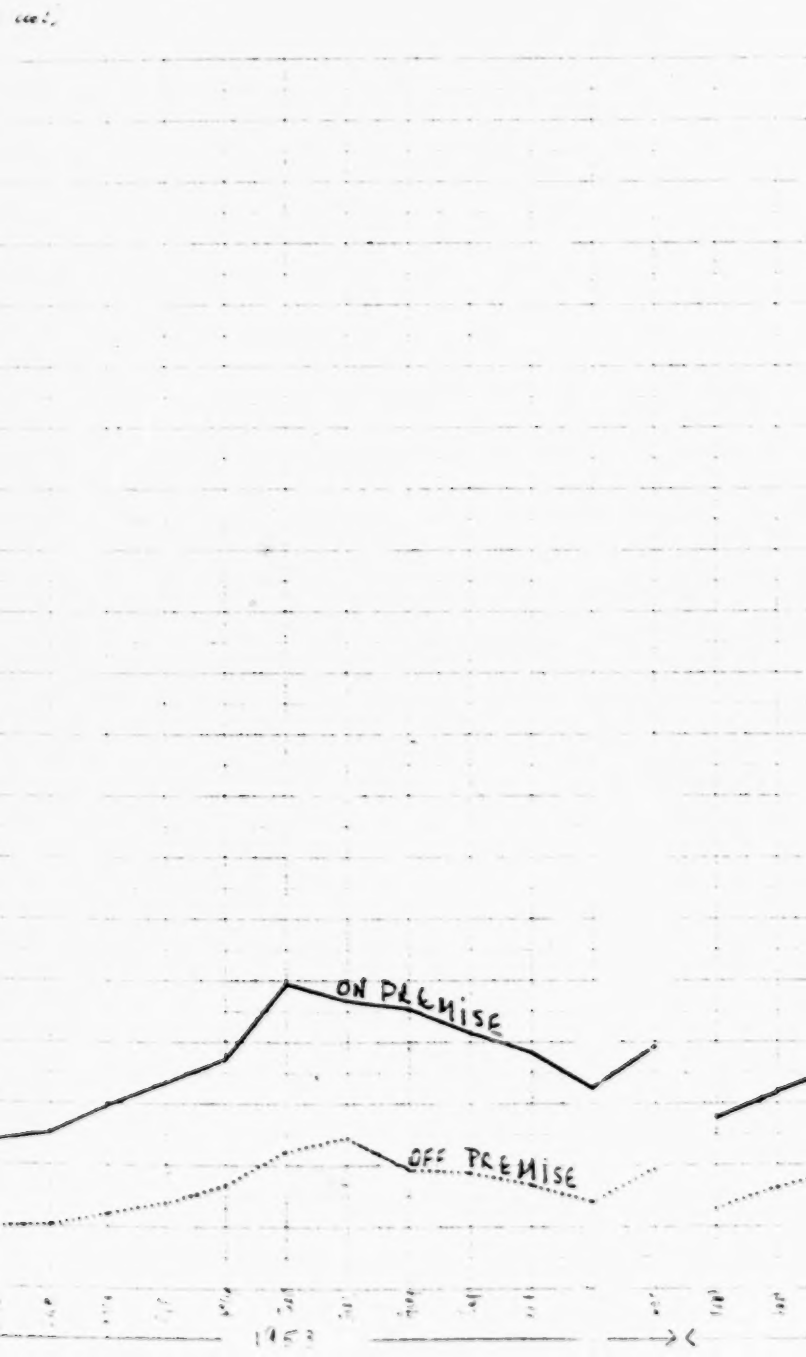
BUSCH LAGER

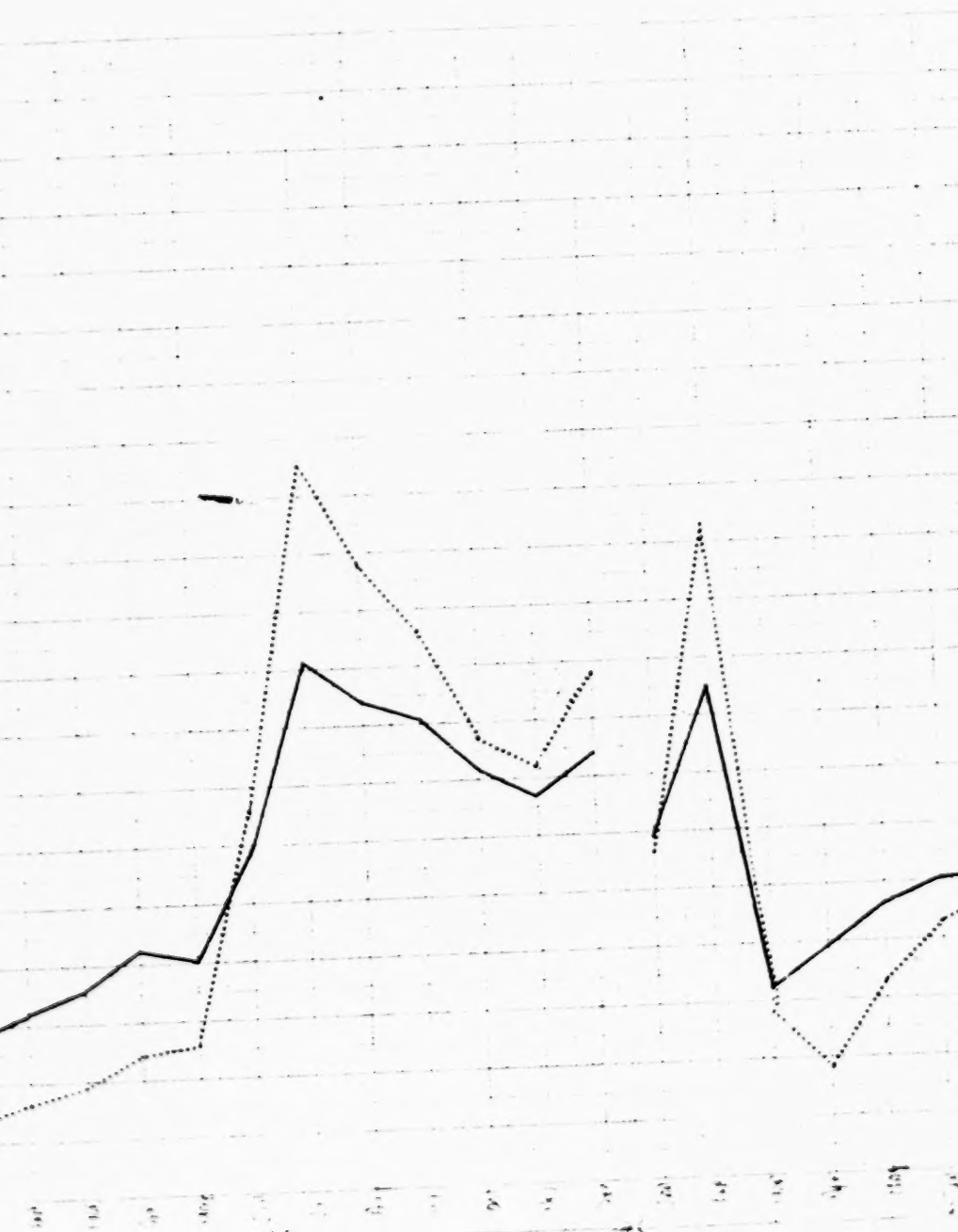
January					
February					
March	15,149	41	22,251	59	37,400
April	9,073	29	22,331	71	31,404
May	4,863	19	20,838	81	25,701
June	3,447	14	20,693	86	24,140
6 Months	32,531	27%	86,113	73%	118,644
July	5,976	25	17,959	75	23,935

TOTAL

January	148,379	51	141,494	49	289,873
February	214,801	43	282,531	57	497,332
March	95,838	51	92,861	49	188,699
April	106,550	61	69,149	39	175,699
May	123,550	54	103,569	46	227,119
June	130,987	50	127,996	50	258,983
6 Months	819,205	50%	817,600	50%	1,636,805
July	133,410	49%	136,331	51	269,741

City Sales Department, St Louis Mo
OFF - ON PREMISE SALES - CACES





Respondent's Exhibit 126

(1171)

[INTER-OFFICE LETTERHEAD OF]

ANHEUSER-BUSCH, INC.

To Mr. Wm. Shine

April 21, 1954

From J. E. Barsi Subject 10-oz. non-returnable bottle

I spoke to Mr. Busch and Mr. von Gontard this morning about going ahead with the testing in three or four selected markets of the sales possibilities of the 10-oz. non-returnable bottle.

I would like to have you set up the testing cities. I will then advise the Production Department that this has been approved by Mr. Busch and they are to cooperate with the Sales Department in supplying sufficient quantities for test purposes.

JEB

J. E. Barsi

Respondent's Exhibit 127-A/B

(1173)

September 2, 1954

Mr. W. J. Shine:

As discussed in the special meeting held yesterday on new packages, we will have the following new packages:

Newark Brewery:

1. 12 25.6-oz. (fifth) Budweiser N.R. Bottle
2. 24 10-oz. Budweiser N.R. bottle regular
3. 24 10-oz. Budweiser N.R. bottle 4/6

St. Louis Brewery:

1. 24/10-oz. Budweiser can regular
2. 24/10-oz. Budweiser can 8/6 pack

As you know, and as discussed, we wish to test these packages in certain selected markets. Will you please check with each of the Regional Managers involved and with Mr. Garner to decide on the markets that will be used to test these packages.

After this decision has been made, will you please prepare for me, in cooperation with the Regional Managers, a schedule for every market in which each of the packages will be tested, showing:

1. FOB price for the package
2. Freight
3. Tax
4. Wholesalers cost of acquisition
5. Wholesalers mark-up
6. Price to retailer
7. Retailer's mark-up
8. Price to consumer.

Respondent's Exhibit 127

Also show as a comparison the price to the retailer and the price to the consumer for the most popular local and regional quart compared to our new "fifth" and the most popular local and regional 12-oz. compared to our new 10-oz. Also the additional comparison of the Budweiser quart with the "fifth" and the Budweiser 12-oz. with the 10-oz. The prices for Budweiser and locals and regionals to the consumer must be accurate, current prices in each market.

(1174)

After you and the Regional Managers have decided on the test markets and have prepared these schedules, I would like to review them before the final decision is made. Also, please prepare in conjunction with the Regional Managers an estimate of monthly requirements for each package which is required by the Production Department.

Will you please give this your immediate attention, since, as you know, I am extremely anxious that these packages be put in the market without delay.

J. E. Barsi

cc: Mr. A. von Gontard
All Regional Managers
Mr. F. W. Templeman
Mr. M. R. Garner

Respondent's Exhibit 128-A/C

<i>No.</i>	<i>Market</i>	<i>Local Breweries</i>	<i>Brands</i>
1.	Chicago, Ill.	<p>Ambrosia Brewing Co.</p> <p>Atlantic Brewing Co.</p> <p>Atlas Brewing Co.</p> <p>Best Brewing Co.</p> <p>Canadian Ace</p> <p>Drewry's Ltd., U.S.A. Inc.</p> <p>Peter Fox Brewing Co.</p> <p>Peter Hand Brewery Co.</p> <p>Monarch Brewing Co.</p> <p>Pilsen Brewing Co.</p> <p>Schoenhofen Edelweiss Co.</p> <p>Sieben's Brewing Co.</p> <p>United States Brewing Co.</p> <p>Centlivre Brewing Corp.</p> <p>Falstaff Brewing Corp.</p>	<p>Nectar</p> <p>Tavern Pale, Durst</p> <p>Atlas Prager</p> <p>{Embassy Club, Hapsburg } Best "Brewery Fresh"</p> <p>Canadian Ace</p> <p>{Drewry's Extra Dry Beer } Drewry's Old Stock Ale</p> <p>Fox Deluxe, Alpine Premium</p> <p>Meister Brau, Peter Hand's Reserve</p> <p>Monarch, Encore, Augsburger</p> <p>"Yusay Pilsen"</p> <p>Edelweiss</p> <p>Sieben's Real Lager</p> <p>Rheingold, Gold Crown</p> <p>Old Crown</p> <p>Falstaff</p>
2.	Fort Wayne, Ind.		

Respondent's Exhibit 128

<i>No.</i>	<i>Market</i>	<i>Local Breweries</i>	<i>Brands</i>
3.	Cleveland, Ohio	Carling Brewing Co. Cleveland-Sandusky Brewing Corp. Leisy Brewing Co. Pilsener Brewing Co. Standard Brewing Co.	(Carling's Red Cap, Carling's Black Label, Stag Gold Bond Beer, Old Timer's Ale Leisy P.O.C. Erin Brew
4.	Cincinnati, Ohio	Burger Brewing Co. Hudepohl Brewing Co. Red Top Brewing Co., Inc. Schoenling Brewing Co.	Burger Hudepohl, Chevy 85 Ale Red Top, Barbarossa, Wunderbrau Schoenling, Top Hat
	(Newport, Ky.) (Covington, Ky.)	Corn, Wiedemann Brewing Co., Inc. Bavarian Brewing Co., Inc.	Wiedemann's Bohemian, Royal Amber Bavarian's Old Style Beer, Schott Ale
5.	Louisville, Ky.	Falls City Brewing Co., Inc. Frank Fehr Brewing Co., Inc. Oertel Brewing Co., Inc.	Falls City Fehr's X L Fehr's Liquid Gold Oertel's 92 Lager
6.	Nashville, Tenn.	No local breweries	
7.	Atlanta, Ga.	Atlantic Co.	Atlantic
8.	Memphis, Tenn.	No local breweries	

Respondent's Exhibit 128

76)

No.	Market	Local Breweries	Brands
10.	Pensacola, Florida	Spearman Brewing Co.	Spearman
11.	New Orleans, La.	American Brewing Co.	Regal
		Dixie Brewing Co., Inc.	Dixie 45
		Falstaff Brewing Corp.	Falstaff
		Jackson Brewing Co.	Jax. Sabana, Tex
12.	Houston, Texas	Gulf Brewing Co.	Grand Prize
13.	Dallas, Texas	No local breweries	
14.	Tulsa, Okla.	No local breweries	
15.	Amarillo, Texas	No local breweries	
16.	Denver, Colorado	Tivoli Brewing Co.	Tivoli
		Adolph Coors Co.	Coors Golden
17.	Omaha, Nebr.	Falstaff Brewing Corp.	Falstaff
		Metz Brewing Co., Inc.	Premium Metz
		Storz Brewing Co.	(Storz Triumph, Storz Premium) (Select, Winterbru

Respondent's Exhibit 128

<i>No.</i>	<i>Market</i>	<i>Local Breweries</i>	<i>Brands</i>
18.	Des Moines, Iowa	No local breweries	
19.	Minneapolis, Minn. (St. Paul)	<p>Cluck Brewing Co., Inc.</p> <p>Minneapolis Brewing Co., Inc.</p> <p>Theo. Hamm Brewing Co.</p> <p>Pfeiffer Brewing Co.</p>	<p>Gluck</p> <p>Grain Belt, Premium, Minnehaha Ale</p> <p>Hamm's</p> <p>{ Schmidt's City Club, } Pfeiffer's Famous</p> <p>{ Blatz Pilsener, Old Heidelberg, } Private Stock, Culmbacher, } Continental Special</p>
20.	Milwaukee, Wisconsin	<p>Blatz Brewing Co.</p> <p>A. Gettelman Brewing Co.</p> <p>Independent Milwaukee Brewery</p> <p>Miller Brewing Co.</p> <p>Pabst Brewing Co.</p> <p>Jos. Schlitz Brewing Co.</p>	<p>{ Gettelman Rathskeller Brew } Gettelman \$1,000 Natural Process</p> <p>{ Braumeister, Independent, } Log Cabin, Deutscher Club</p> <p>Miller High Life</p> <p>Pabst Blue Ribbon</p> <p>Schlitz</p>

SA1280

Respondent's Exhibit 128-C

Freight Chart Map 10/11/65

(21/17 oz. Returnable Bottle from St. Louis)

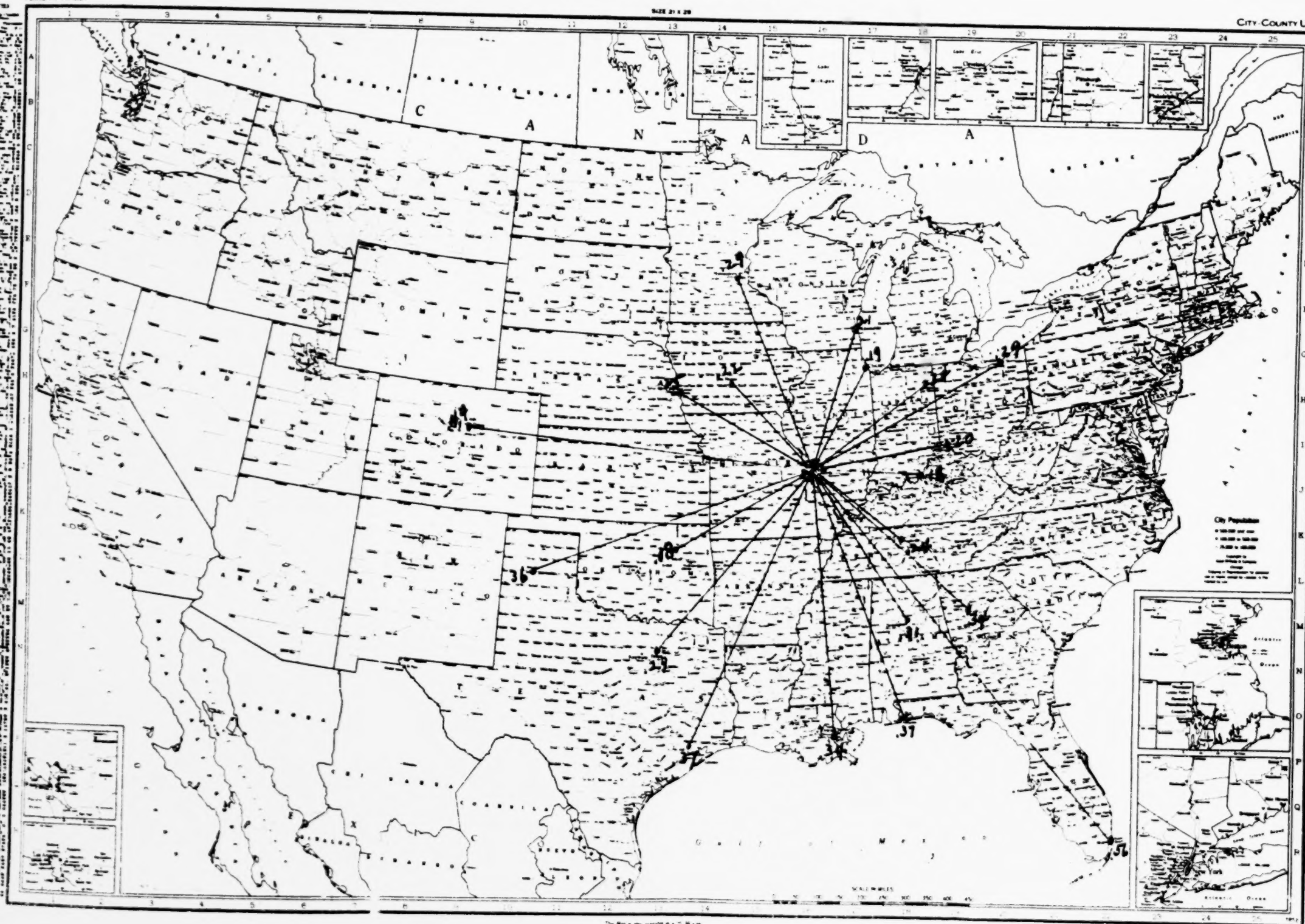
1303

1177

RAND McNALLY

SIZE 21 x 29

CITY-COUNTY U.S.



Excerpts From Respondent's Exhibit 129

(1180)

**Visualization of Crossley Nationwide Survey
Of Beer Consumption**

(Survey made in April 1949)

As presented by the J. Walter Thompson Company to the
United States Brewers Foundation meeting
at The Greenbrier, White Sulphur Springs, Virginia
September 1949

(1187)

69.0% Of All U. S. Families Contain Beer Drinkers.

. . .

**62.2% Of All U. S. Families Buy Beer Or Ale
For Home Consumption.**

. . .

(1189)

Place Of Purchase Of Beer Or Ale For Home Consumption

Grocery Store	39.9%
Tavern	25.6%
Delicatessen	15.0%
Liquor Store	6.7%
Miscellaneous Others	14.2%
Some named more than one place.	

Excerpts From Respondent's Exhibit 129

(1206)

The trend toward packaged beer shown by the industry's statistics seems to confirm the increased acceptance of beer in the home. The survey found, in 1949, that of all the glasses of beer consumed in a typical April week by the persons interviewed, approximately 55% were consumed in their own home. The industry's statistics for 1948 showed that 69% of all beer sales were packaged as compared with 62% in 1944. Packaged beer, of course, is the principal form used in home consumption, so this growth in the share represented by packaged beer is a further indication of growing importance of beer in the home.

(1207)

54.8% Of The Beer Reported Consumed By The Persons Interviewed Was In Own Home; 28.6% Was Reported As Consumed In Restaurants Or Bars.

16.6% In other homes or non taverns (picnics etc.)

• • •

Excerpts From Respondent's Exhibit 130

(1235a)

Visualization Of Crossley Nationwide Survey Of Beer And Ale Consumption

(Conducted in May and June 1954)

As presented by the J. Walter Thompson Company to the
Board of Directors, United States Brewers Foundation
The Homestead - Virginia Hot Springs
September, 1954

(1243)

. . .

89.5% of all families containing a beer drinker are in the habit of buying beer or ale for home consumption.

(1244)

. . .

69.4% Of All U. S. Families Contain Beer or Ale Drinkers.

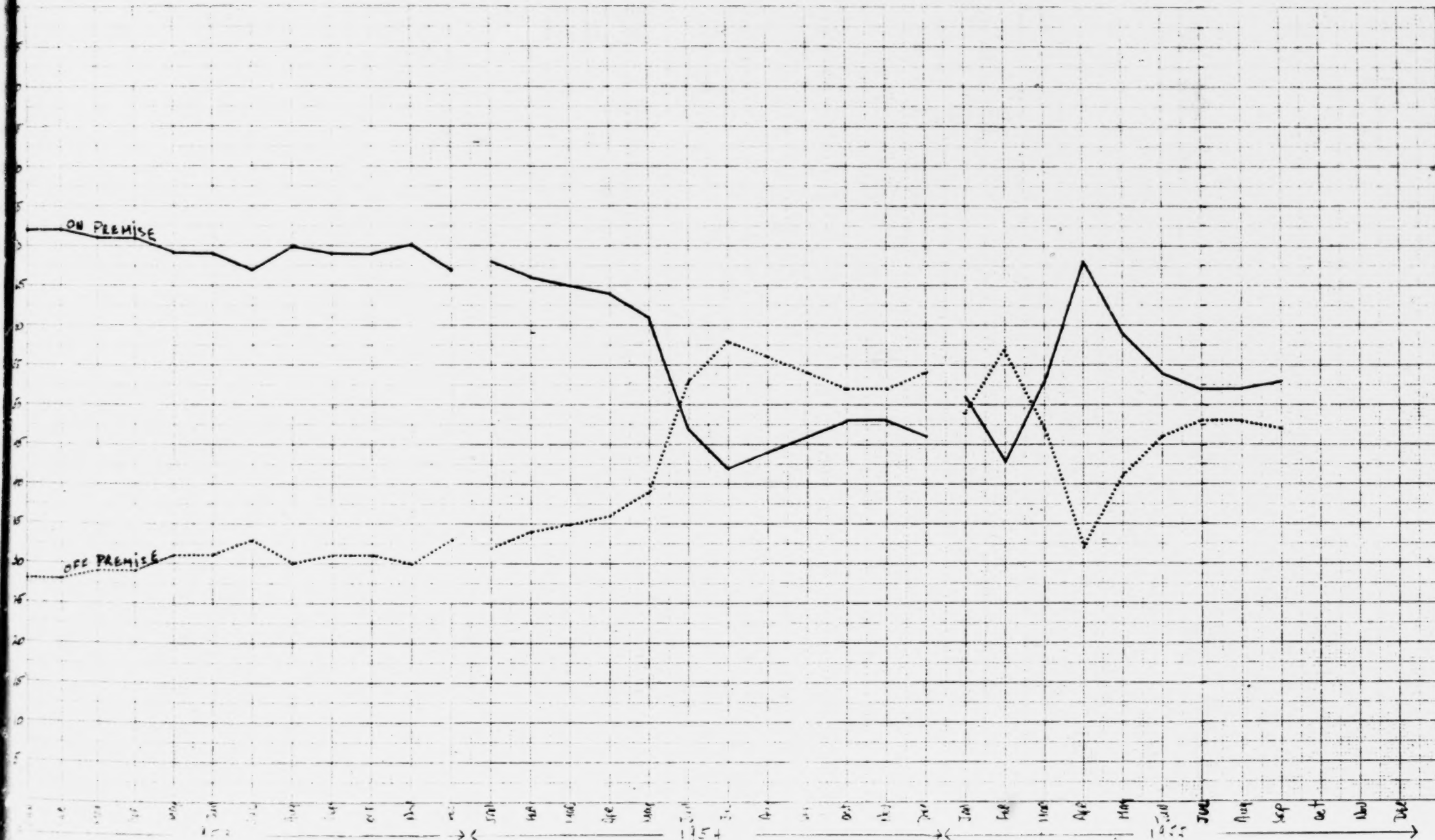
. . .

**62.1% Of All U. S. Families Buy Beer or Ale
For Home Consumption.**

. . .

(1245)

The increase in importance of the grocery store and supermarket as the place of purchase of beer or ale for home consumption is clearly indicated. More than one-half of all families buying packaged beer or ale obtain some portion of their supply from a grocery-type outlet. Supermarkets represent 27.3% and other grocery stores 24.0% for a total of 51.3% for this type of store.



Excerpts From Respondent's Exhibit 143-A/C

(1363)

[LETTERHEAD OF]

ANHEUSER-BUSCH, Inc.

September 21, 1955

To All WHOLESALERS:

In the various meetings I have held with our wholesalers during the last few months I have emphasized that we were doing, and would continue to do, everything possible to reduce the amount of paper work and reports to be sent to St. Louis.

Now, I find that we are in a situation where it is absolutely necessary to ask you for a special report, and we need the information quickly. As you may know we have to answer a complaint that has been filed by the Federal Trade Commission. Our next appearance is to be in Washington, D. C., on October 3, 1955, so you can see why it is important for us to have the requested information quickly.

I am sure you will understand that since these data are needed for our answer to a Federal complaint it is very important for the figures to be as accurate as you can get them in the time allowed. The information needed is shown on the enclosed simplified price report.

If you have any questions about the figures that are needed, the way they are to be reported, or anything else directly

Excerpts From Respondent's Exhibit 113

related to this request, please phone Mr. W. J. Shine, our Director of Marketing and Pricing (St. Louis—Prospect 3-3100, Extension 763—Reverse the charges) to save time.

Thanks a million for your always prompt and gracious cooperation.

Sincerely,

AUGUST A. BUSCH JR.
President

(1364)

EXPLANATION—HOW TO PREPARE

SPECIAL PRICING SURVEY

1. In the column headed "Brand Name" write in the names of all brands of beer that are sold in your territory in any significant quantity. By significant quantity we hope to eliminate those brands that are sold in such small quantities that they are inconsequential in total. These might include imported brands, brands shipped from distant points, etc. that might sell only a few cases per month.
2. In the column headed "Class" immediately after the brand name, write in "N" if the brand is a national brand; "R" if the brand is a regional brand; "L" if the brand is a local brand.
3. In the section headed "Price to Retailer" write in the prices charged for each brand. If a brand has only a single or flat price write that price in the column headed

Excerpts From Respondent's Exhibit 143

"Flat-Max". If a brand has a sliding scale of prices we are interested only in the *highest* or maximum price and the *lowest* or minimum price. Write the highest price in the column headed "Flat-Max" and the lowest price in the column headed "Quan-Min".

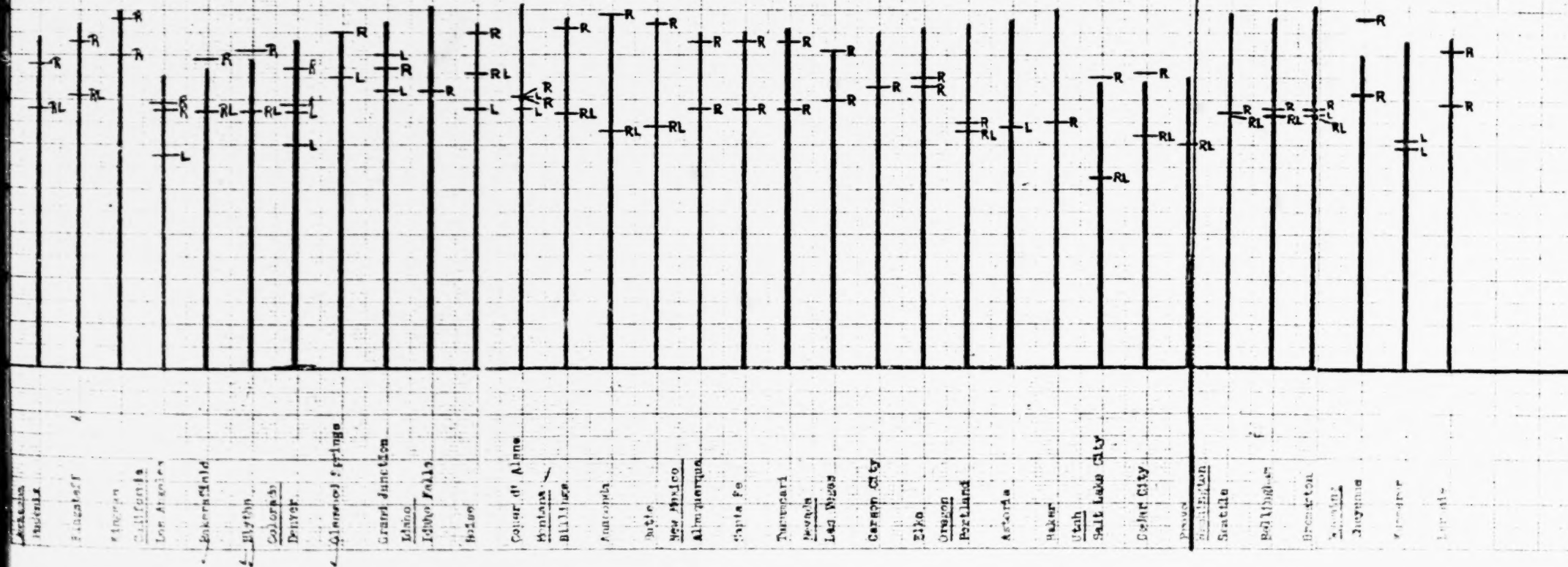
Indicate the quantity that must be purchased to obtain the minimum price. Thus if a brand sells at a maximum price of \$3.50 per case this price would be entered in the "Flat-Max" column and if the sliding scale goes down to 100 cases at \$3.20 the entry in the "Quan-Min" column would be 100/\$3.20.

If a brand has a regular price of \$3.50 per case and is giving one free with ten then the entries would be—\$3.50 in the "Flat-Max" column and \$3.18 in the "Quan-Min" column. (10 cases @ \$3.50 equals \$35.00. One free with ten means that 11 cases cost \$35.00 or \$3.18 per case.)

• • •

Circle 11100 -R, Regional Brand(s)
(11100 11100) L, Local Brand(s)

1. Largest volume market in state for which necessary price information is available.
2. First and second other markets on state alphabetic list.

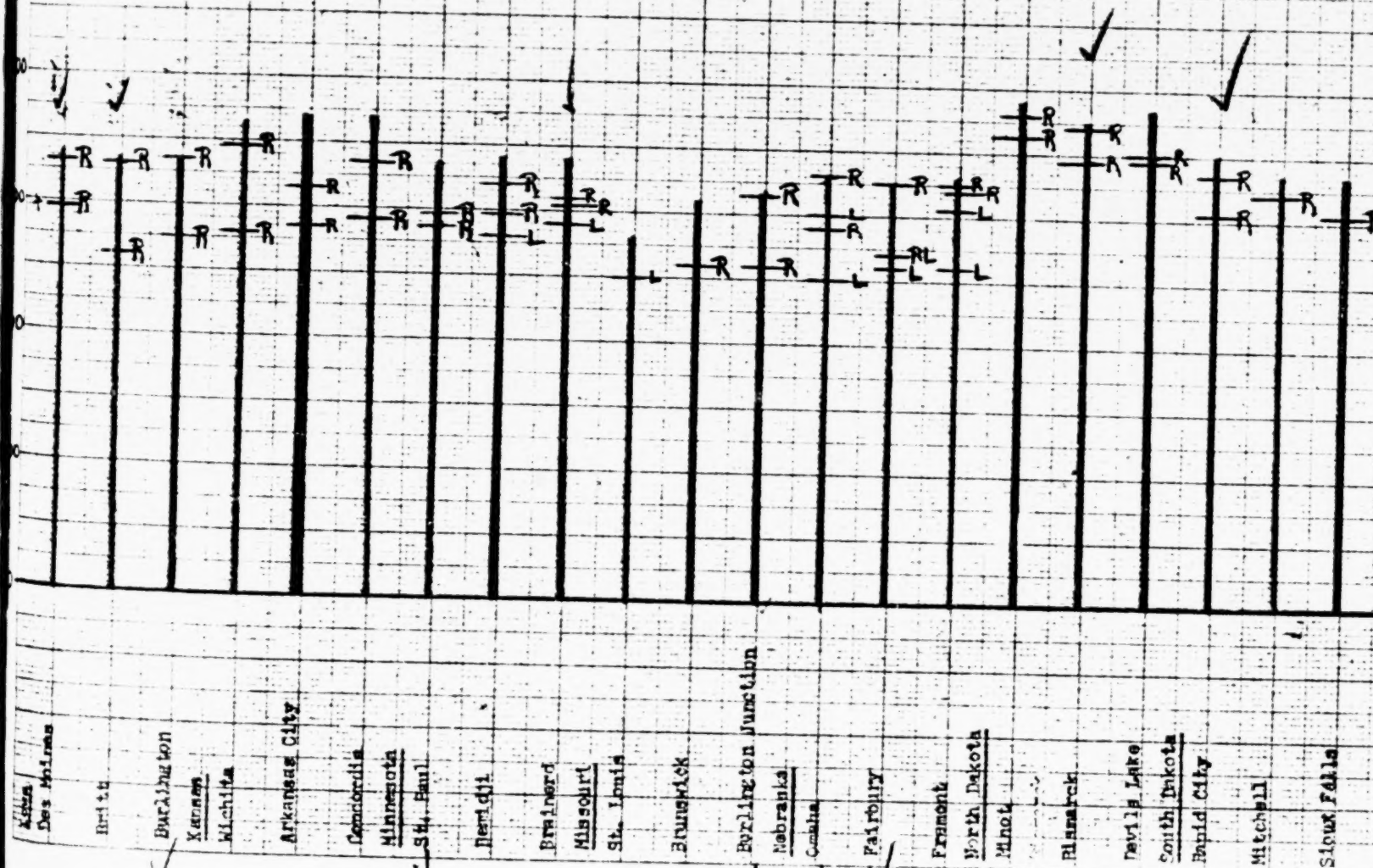


Net (ex deposit) Price to Retailer
24/12 oz. Returnable Bottles
Region VII

Vertical Line - SUBSIDIZED price
Cross Lines - R, Regional Brand(s)
(High and Low) - L, Local Brand(s)

Basis of market selection

1. Largest volume market in state for which necessary price information is available.
2. First and second other markets on state alphabetic list.



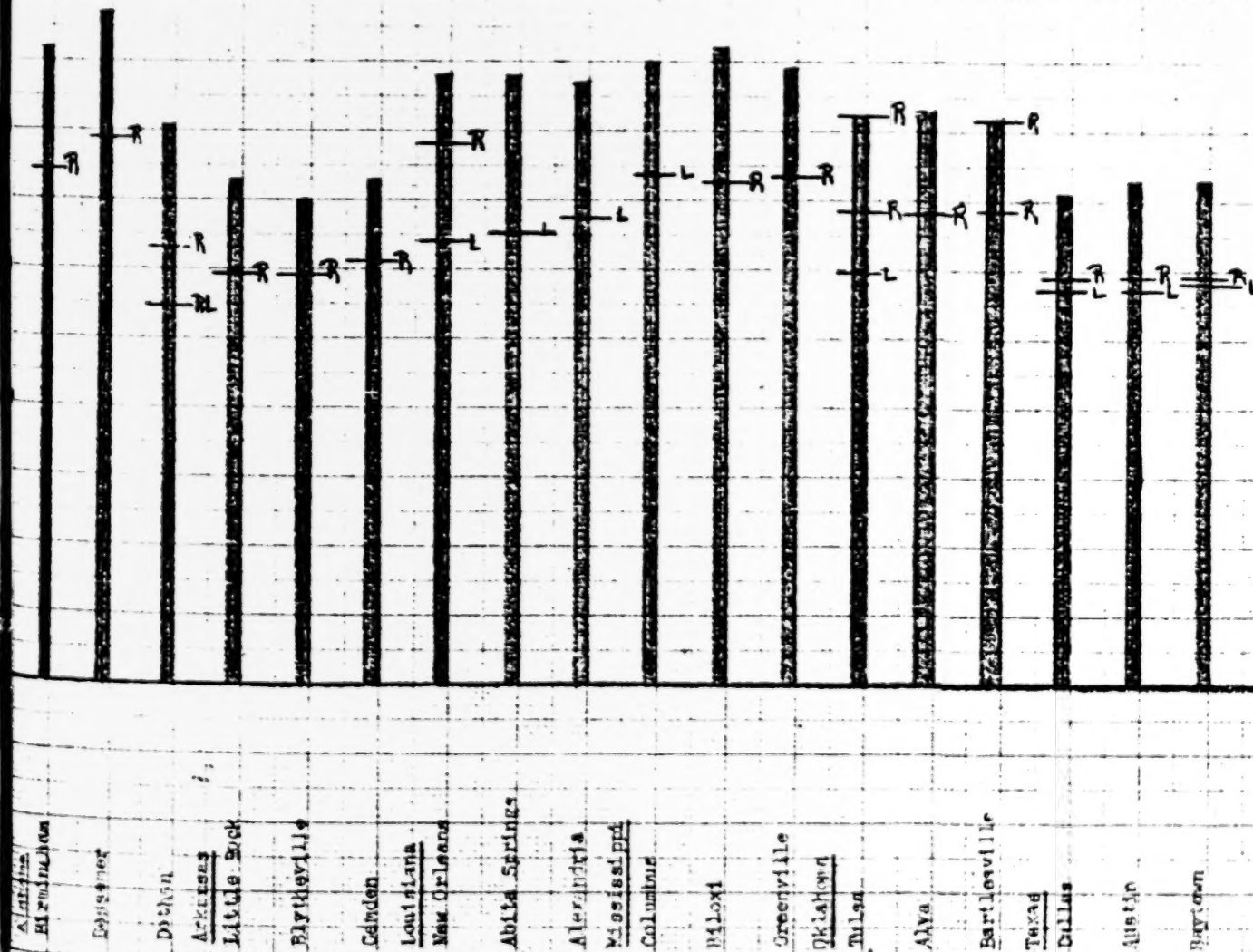
Net (ex deposit) Price to Retailer
24/12 oz. Returnable Bottles
Region VI

Vertical Line - BUDWEISER price

Cross Lines - R, Regional Brand(s)
(High and Low) L, Local Brand(s)

Basis of market selection

1. Largest volume market in state for which necessary price information is available.
2. First and second other markets on state alphabetic list.



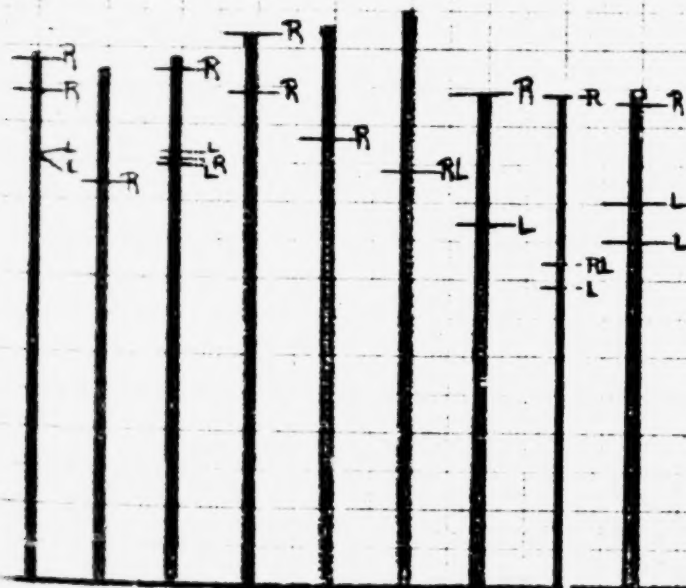
Net (ex deposit) Price to Retailer
24/12 oz. Returnable Bottles
Region V

Vertical Line - BUDWEISER price

Cross Lines - R, Regional Brand(s)
(High and Low) L, Local Brand(s)

Basis of market selection

1. Largest volume market in state for which necessary price information is available.
2. First and second other markets on state alphabetic list.



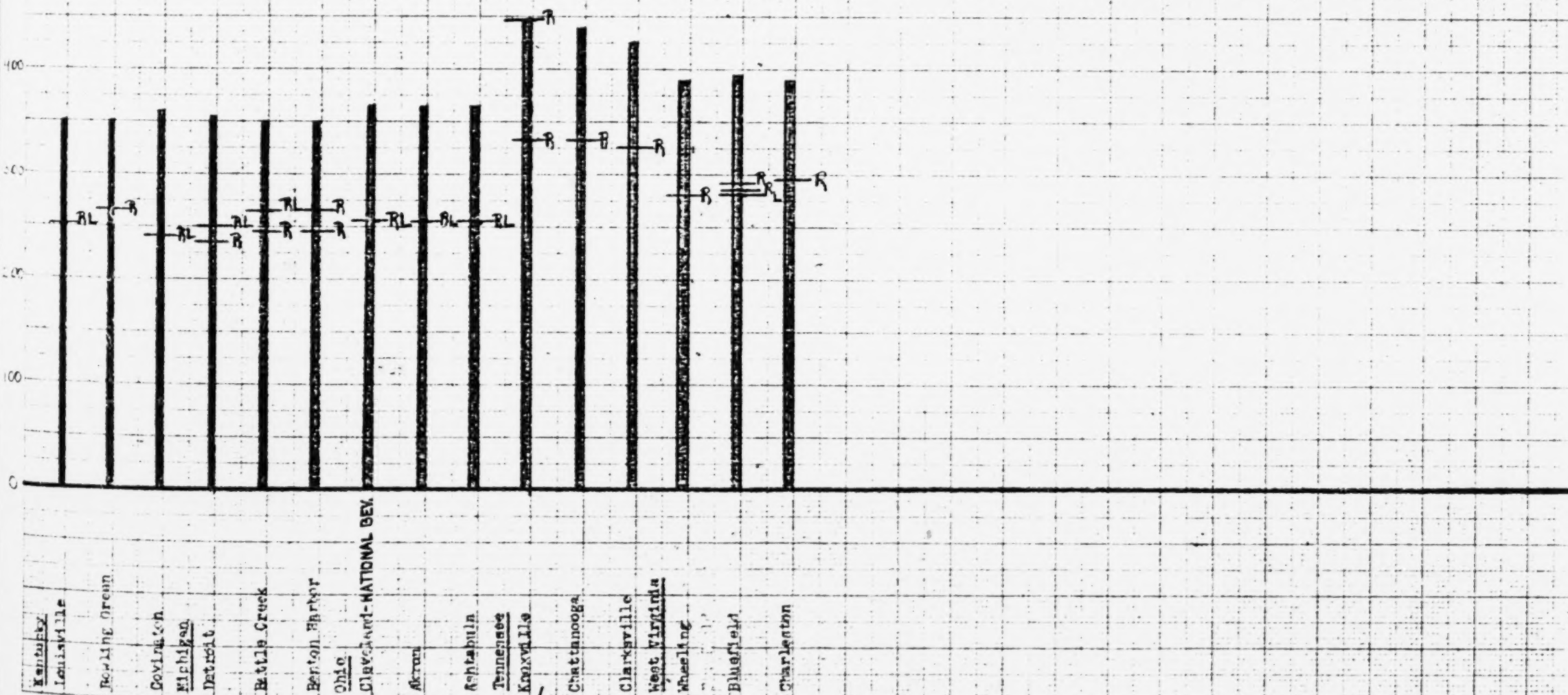
Illinois
Chicago (LOGAN)
Alton
Aurora
Indiana
East Chicago
Anderson
Auburn
Wisconsin
Madison
Appleton
Barron

Net (ex deposit) Price to Retailer
24/12 oz. Returnable Bottles
Region IV

Vertical Line - BUDWEISER price
Cross Lines - R, Regional Brand(s)
(High and Low) - L, Local Brand(s)

Basis of market selection

1. Largest volume market in state for which necessary price information is available.
2. First and second other markets on state alphabetic list.



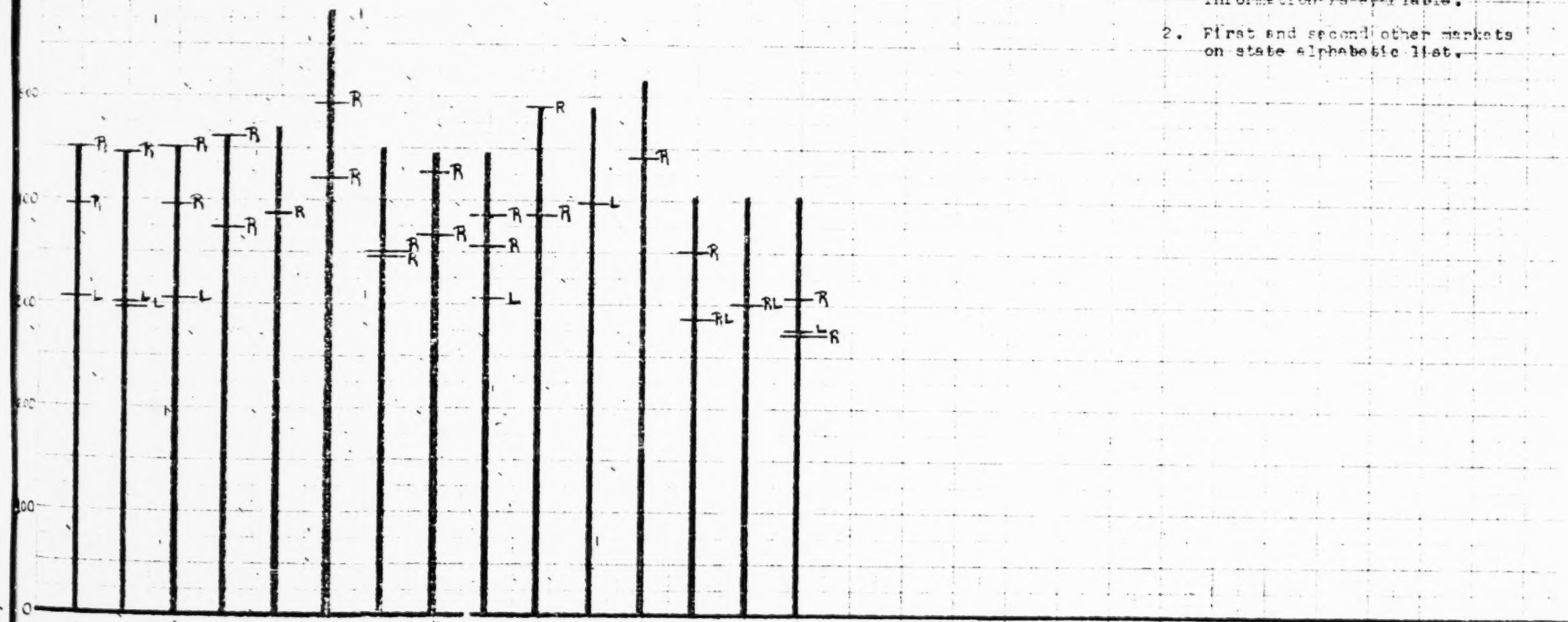
Net (ex deposit) Price to Retailer
24/12 oz. Returnable Bottles
Region III

Vertical Line - BUREAU price

Cross Lines - R, Regional Brand(s)
(High And Low) L, Local Brand(s)

Basis of market selection

1. Largest volume market in state for which necessary price information is available.
2. First and second other markets on state alphabetic list.



Florida
N. Carol.
Fayette
Peach
St. Paul
St. Paul
Georgia
Atlanta
Albany
Athens
North Carolina
Wilmington
Asheville
Charlotte
South Carolina
Charleston
Chester
Columbia
Virginia
Richmond
New York
Alexandria
Cape Charles

1374
1375

Respondent's Exhibit 145-G

1413

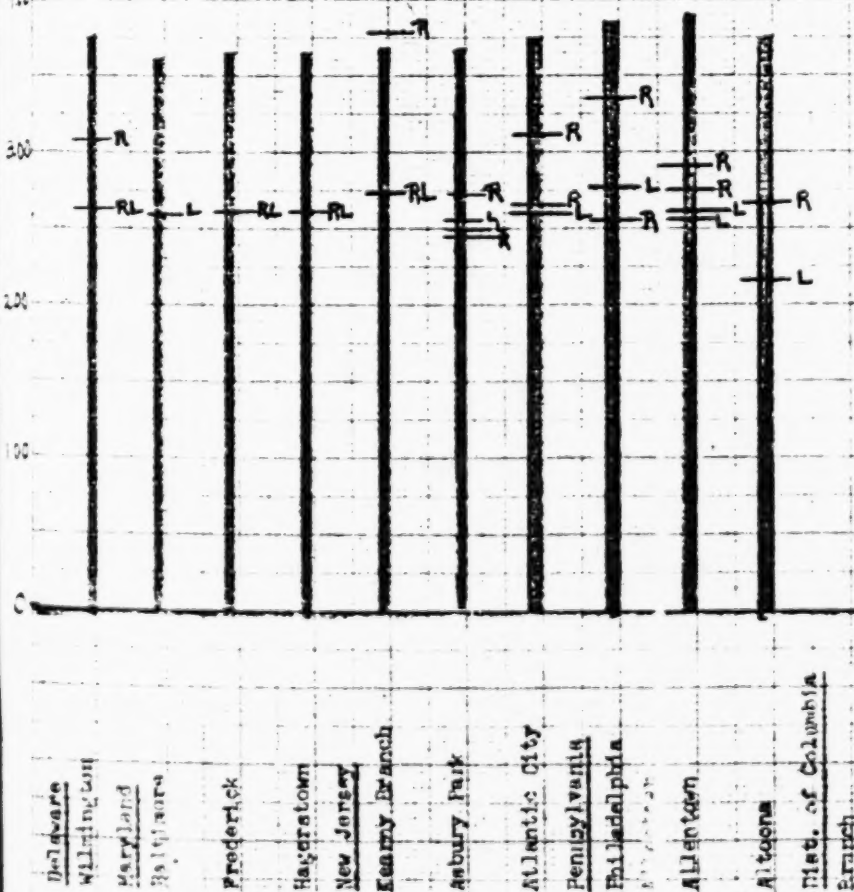
Net (ex deposit) Price to Retailer
24/12 oz. Returnable Bottles
Region II

Vertical Line - BUDWEISER price

Cross Lines - R, Regional Brand(s)
(High and Low) L, Local Brand(s)

Basis of market selection

1. Largest volume market in state for which necessary price information is available.
2. First and second other markets on state alphabetic list.

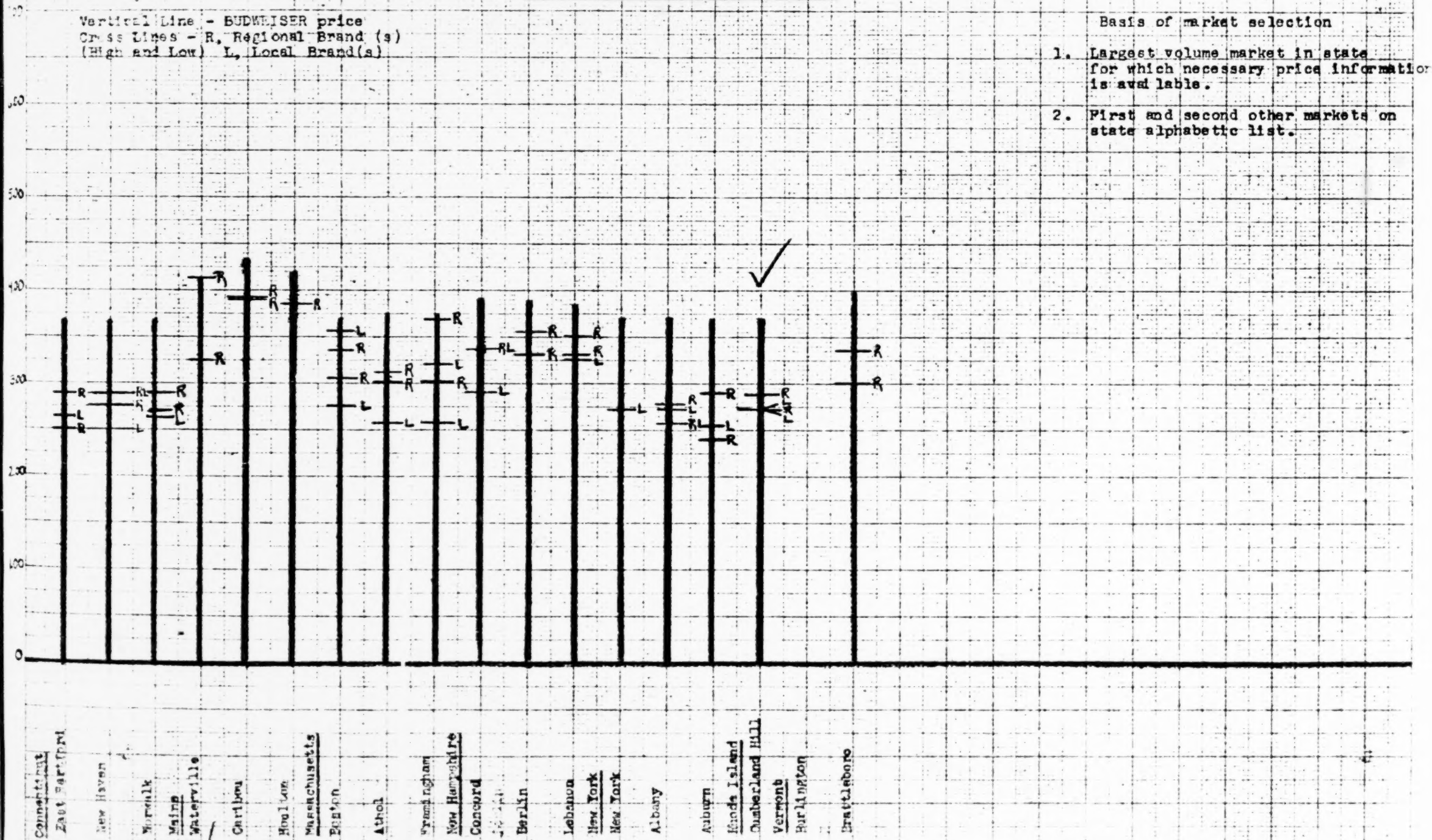


Net (ex deposit) Price to Retailer
24/12 oz. Returnable Bottles
Region I

Vertical Line - BUDWEISER price
Cross Lines - R, Regional Brand(s)
(High and Low) L, Local Brand(s)

Basis of market selection

1. Largest volume market in state for which necessary price information is available.
2. First and second other markets on state alphabetic list.



Respondent's Exhibit 147-A/C

November 22, 1955

24/12 Ounce Returnable Bottles

Fluctuations in Differentials of Prices to Retailers

Budweiser Versus Other Brands

1953 - 1954 - 1955

	1953 Price Spread Between Budweiser and Low Local Brands	1954 Versus 1953 Up Or Down	1955 Versus 1953 Up Or Down	1955 Versus 1954 Up Or Down
No Change				
No Local Brand				
No Figures Available				
Group I				
Connecticut, East Hartford	1.05	X	X	X
Massachusetts, Boston	.83	X	X	X
Worcester	1.05	X	X	X
New Hampshire, Manchester	.55	X	NL	NL
New York, Albany	.95	X	X	NC
Bronx	.97	X	X	NC
Glen Falls	.95	X	X	X
Manhattan	.97	X	NF	NF
Syracuse	.93	X	X	NC
Westbury	.97	X	X	NC
Rhode Island, Cumberland Hill	.96	X	X	X
Group II				
Washington, D. C.	1.06	NC	NC	NC
Maryland, Baltimore	1.10	X	X	X
Upper Marlboro	1.10	NC	NC	NC
New Jersey, Kearny	.97	X	X	NC
New Brunswick	.90	X	NL	NL
Trenton	.95	X	X	X
Pennsylvania, Harrisburg	1.05	X	X	X
Lansdale	.95	X	X	NC
New Castle	1.10	NC	X	X
Philadelphia	.95	X	X	X
Pittsburgh	1.00	X	X	X
Group III				
Florida, St. Petersburg	1.30	X	X	NC
Georgia, Atlanta	1.10	X	NL	NL
North Carolina, Durham	NL	NL	NL	NL
Greensboro	1.15	X	X	X
South Carolina, Charleston	NL	NL	NL	NL
Virginia, Danville	NL	NL	NL	NL
Newport News	1.16	X	X	X
Norfolk	1.35	X	NC	X

Respondent's Exhibit 147

(1394)

	1953 Price Spread Between Budweiser and Low Local Brands	1954 Versus 1953 Up Or Down	1955 Versus 1953 Up Or Down	1955 Versus 1954 Up Or Down
Region IV				
Ohio, Akron	1.05	X	X	
Canton	1.05	X	X	
Cincinnati	.95	X	X	
Cleveland	1.05	X	X	
Columbus	1.05	X	X	
Kentucky, Louisville	.85	X	X	
Michigan, Detroit	1.00	X	X	NC
Pontiac	1.05	X	X	NC
Norway	.90	X	X	X
Tennessee, Memphis	.77	X	NL	NL
West Virginia, Wheeling	NL	NL	NL	NL
Region V				
Illinois, Chicago	.72		X	X X
Lawrenceville	.60		X	NL
Rock Island	.95	X	X	NC
Indiana, Indianapolis	NL	NL	NL	NL
Lafayette	.70	X	NF	NF
Wisconsin, Milwaukee	.36	NC	X	X
Region VI				
Alabama, Birmingham	NL	NL	NL	NL
Arkansas, Texarkana	NL	NL	NL	NL
Louisiana, Lake Charles	.83	X	NL	NL
Mississippi, Clarksdale	.65	X	NF	NF
Oklahoma, Oklahoma City	1.08	X	X	
Tulsa	1.08	NC	X	X
Texas, Amarillo	.63	X	NF	NF
Beaumont	.93	X		X
Corpus Christi	1.01	X		X
Dallas	.84	X		X
Fort Worth	.84	X		X
Galveston	.96	X		X
Wichita Falls	.85	X		X
Houston	.87	X		X

Respondent's Exhibit 147

	<i>1953 Price Spread Between Budweiser and Low Local Brands</i>	<i>1954 Versus 1953 Up Or Down</i>	<i>1955 Versus 1953 Up Or Down</i>	<i>1955 Versus 1954 Up Or Down</i>
Item VII				
Iowa, Cedar Rapids	.76	X	NL	NL
Kansas, Wichita	NL	NL	NL	NL
Minnesota, Rochester	.99	X	X	X
Missouri, Lebanon	.50	NC	NL	NL
Nebraska, Lincoln	.85	NC	X	X
Omaha	.85	NC	X	X
North Dakota, Minot	NL	NL	NL	NL
South Dakota, Rapid City	.15	NC	NL	NL
Item VIII				
Arizona, Phoenix	1.39	X	X	X
Tucson	1.18	X	NL	NL
California, Los Angeles	1.11	X	X	X
Sacramento	1.12	X	NF	NF
San Diego	1.06	X	NL	NL
San Francisco	NL	NL	NF	NF
Santa Ana	1.11	X	X	X
Watsonville	1.13	X	X	X
Idaho, Boise	1.00	X	X	X
Montana, Billings	.95	X	X	NC
Oregon, Portland	1.22	X	X	X
Utah, Salt Lake City	1.69	X	X	X
Washington, Seattle	1.14	X	X	X
Spokane	1.08	X	X	X
Tacoma	1.14	X	NF	NF

Respondent's Exhibit 148-A/C

(1396)

NC—No Change

NR—No Regional Brand

NF—No Figures Available

November 22, 1953

24 12 Ret. Bottles

Fluctuations in Differentials of Prices to Retailers

Budweiser Versus Other Brands

1953 - 1954 - 1955

	1953 Price Spread Between Budweiser and High Regional Brands	1954 Versus 1953 Up Or Down	1955 Versus 1953 Up Or Down	1955 Versus 1954 Up Or Down
Region I				
Connecticut, East Hartford	.80	NC	NC	NC
Massachusetts, Boston	.64	X	X	X
Worcester	.38	X	X	X
New Hampshire, Manchester	.50	X	X	X
New York, Albany	.95	X	X	X
Bronx	.97	X	NR	NR
Glen Falls	.80	X	X	X
Manhattan	.97	X	NF	NF
Syracuse	.93	X	X	X
Westbury	.97	X	NR	NR
Rhode Island, Cumberland Hill	.80	X	X	NC
Region II				
Washington, D. C.	1.06	NC	NC	NC
Maryland, Baltimore	1.10	X	NR	NR
Upper Marlboro	1.10	NC	NC	NC
New Jersey, Kearny	.97	X	X	X
New Brunswick	.90	X	X	X
Trenton	.95	NC	X	X
Pennsylvania, Harrisburg	.68	X	X	X
Lansdale	.35	X	X	X
New Castle	.85	X	X	X
Philadelphia	.36	X	X	X
Pittsburgh	NR	NR	NR	NR
Region III				
Florida, St. Petersburg	.63	X	X	X
Georgia, Atlanta	.68	X	X	X
North Carolina, Durham	.60	X	X	X
Greensboro	.85	X	X	X
South Carolina, Charleston	.80	X	X	NC
Virginia, Danville	.90	X	X	X
Newport News	1.16	X	X	X
Norfolk	.20	NC	X	X

Respondent's Exhibit 148

	1953 Price Spread Between Budweiser and High Regional Brands	1954 Versus 1953 Up Or Down	1955 Versus 1953 Up Or Down	1955 Versus 1954 Up Or Down
Region IV				
Ohio, Akron	1.05	X	X	X
Canton	1.05	X	X	X
Cincinnati	.95	X	X	X
Cleveland	1.05	X	X	X
Columbus	1.00	X	X	X
Kentucky, Louisville	.85	X	X	X
Michigan, Detroit	1.00	X	X	NC
Pontiac	.03		X	X
Norway	.60	NC	NC	NC
Tennessee, Memphis	.77	X	X	X
West Virginia, Wheeling	.96	X	X	X
Region V				
Illinois, Chicago	.09		X	NC
Lawrenceville	.60	X	X	X
Rock Island	—	X	X	X
Indiana, Indianapolis	.75	X	X	NC
Lafayette	.70	X	NF	NF
Wisconsin, Milwaukee	.26		NC	X
Region VI				
Alabama, Birmingham	.73		NC	X
Arkansas, Texarkana	.55	X		X
Louisiana, Lake Charles	NR		NR	NR
Mississippi, Clarksdale	NR		NR	NF
Oklahoma, Oklahoma City	.65	X		X
Tulsa	.64		NC	X
Texas, Amarillo	—	X		NF
Beaumont	.83	X		X
Corpus Christi	.86	X		X
Dallas	.69	X		X
Fort Worth	.69		X	X
Galveston	.81	X		X
Wichita Falls	.65	X		X
Houston	.73	X		X

Respondent's Exhibit 148

(1398)

	1953 Price Spread Between Budweiser and High Regional Brands	1954 Versus 1953 Up Or Down	1955 Versus 1953 Up Or Down	1955 Versus 1954 Up Or Down
Region VII				
Iowa, Cedar Rapids	.21	X	X	NC
Kansas, Wichita	.05	X	X	NC
Minnesota, Rochester	.14	X	X	X
Missouri, Lebanon	NR	NR	NR	NR
Nebraska, Lincoln	.10	NC	NC	NC
Omaha	.10	NC	NC	NC
North Dakota, Minot	.20	NC	X	X
South Dakota, Rapid City	.15	NC	X	X
Region VIII				
Arizona, Phoenix	.37	X	X	X
Tucson	.93	X	X	X
California, Los Angeles	.35	X	X	X
Sacramento	.73	X	NF	NF
San Diego	NR	NR	NR	NR
San Francisco	1.10	X	X	X
Santa Ana	.33	X	X	X
Watsonville	.20	X	X	X
Idaho, Boise	.05	X	X	X
Montana, Billings	—	X	X	X
Oregon, Portland	1.22	X	X	X
Utah, Salt Lake City	.61	X	X	X
Washington, Seattle	.01	X	X	X
Spokane	.11	X	X	X
Tacoma	.01	X	NF	NR

(1399)

Respondent's Exhibit 149

November 23, 1955

**Summary of Fluctuations in Differentials of
Prices to Retailers**

<i>BUD vs. Low Local</i>		<i>BUD vs. High Regional</i>
74	Number of markets with 1953 prices	79
	In 1954—	
50	Up	49
15	Down	17
9	No Change	13
—		—
74		79
	In 1955—	
29	Up	36
25	Down	29
3	No Change	6
10	No Local/Regional	1
7	Not Available	7
—		—
74		79
	Number of markets with 1954 prices	77
	In 1955—	
12	Up	21
32	Down	37
13	No Change	13
10	No Local	
7	Not Available	6
—		—
74		77

Respondent's Exhibit 152

1428

Source--Anheuser-Busch
National Price Survey
September 21, 1955

Comparison of Blatz Prices versus Budweiser Prices
and Regional Local Prices

November 10, 1955

	24/12 Bottles							48/12 Cans (8/6)						
State	No. Markets Men- tioned	Blatz Higher Than Bud.	Blatz Same As Bud.	Blatz bet. Bud. and Re- gionals/ Locals	Blatz Same As Re- gionals/ Locals	Blatz Below Reg. Locals	No Blatz Bottle Prices Reported	Blatz Higher Than Bud.	Blatz Same As Bud.	Blatz bet. Bud. and Re- gionals/ Locals	Blatz Same As Reg./ Locals	Blatz Below Reg./ Locals	No Blatz Can Prices Reported	
Alabama	2			2						2				
California	6	1	2	2			1	1		4			1	
Connecticut	1			1								1		
Florida	5			4			1			5				
Georgia	3		2			1			2	1				
Illinois	17			16			1	1	1	15				
Indiana	2		1	1					1	1				
Iowa	11		1	10						8	2	1		
Kentucky	3		2	1					2				1	
Louisiana	1		1						1					
Michigan	17		7	9	1				2	5	10			
Montana	2			1			1				2			
Nebraska	1			1				1						
New Jersey	2			2				1	1					
New Mexico	2		1	1						2				
New York	5		4	1				1	2	1	1			
North Carolina	11			8	2	1				9	2			
Ohio	2		1	1					1	1				
Pennsylvania	1					1					1			
South Carolina	3		2		1					3				
Tennessee	1			1						1				
Virginia	3			2			1			3				
West Virginia	1			1						1				
Wisconsin	13	1	12					2	9	2				
Wyoming	5		1	4					1	2		2		
TOTALS	120	2	37	69	4	3	5	7	23	66	18	4	2	

Excerpts From Respondent's Exhibit 153

(1405)

May 7, 1954

Mr. A. von Gontard:

A special analysis of major markets in the United States has been concluded, with the exception of a few markets for which no reports have been received as yet. The markets surveyed were taken from a list of 200 branch and wholesale markets which account for 69.5% of our total domestic business. About 86 of these markets were selected because of sales declines and importance, and only one market was assigned to each Regional Manager, Assistant Regional Manager, District Manager, and Major Market Supervisor.

The number of markets by Regions for which surveys have been completed are shown below:

Region I—North Atlantic—Reed	10
II—Mid Atlantic—Miller	11
III—South Atlantic—Fogassey	8
IV—East North Central—Rollins	11
V—West North Central—Bien	4
VI—Southern—Gordon	13
VII—Midwest—Huebner	8
VIII—Mountain & Pacific—Flanigan	13
	—
Total	78

This indicates that a good cross section of the country was under scrutiny by our top sales personnel, and it is my

Excerpts From Respondent's Exhibit 153

belief that it is a good sample of the markets accounting for a major portion of our volume. The attached map shows the location of each market.

The purpose of the survey, although not all-inclusive to permit ease of preparation, was to get specific and factual information about the particular market and to get a cross section of conditions among all major markets. I believe the purpose was accomplished.

Generally speaking there are two main reasons for sales declines:

1. *Economic Conditions:*

There has been, according to the survey, a leveling off in industry in most major markets. Either unemployment has increased, or overtime and premium pay eliminated, or a combination of both. Apparently consumers have less money to spend or are more careful how they spend it.

(1406)

2. *Pricing Factors:*

After the last round of price increases by the shipping brewers in October, 1953, many on-premise outlets raised the price of premium brands 5¢ per bottle. Below is shown the comparison of the number of outlets at various price levels before and after the price increase:

Excerpts From Respondent's Exhibit 153

	10/1/53	5/1/54	Variance
Outlets at 25c	25,223	11,596	-54%
Outlets at 30c	29,750	37,892	+27.4%
Outlets at 35c	13,989	19,337	+38.2%

Where local or regional brands *did not* increase their prices, the result was an increased number of accounts with a 10¢ spread. The existence of this spread where it did not exist before seriously affected sales of all premium brands. Below is a comparison of the number of accounts with a 10¢ spread before the October price increase and after the price increase:

*National vs. Local**No. of Accts. with 10¢ Spread*

10/1/53	5/1/54	Var.
7,687	12,890	+67.7%

*National vs. Regional**No. of Accts. with 10¢ Spread*

10/1/53	5/1/54	Var.
4,692	8,846	+88.5%

When locals or regional brands *did* increase their prices, along with the premiums, all brands were increased 5¢ per bottle in many outlets. Our sales were also affected under these conditions. The consumers are apparently reluctant to buy the premium brands in the higher price bracket and switched to the local and regional brands.

Excerpts From Respondent's Exhibit 153

Apparently the consumer was willing to continue to buy beer, but was not willing to pay the extra 5c for his premium brand and thus switched to the local or regional.

Similar price patterns occurred in off-sale outlets where shoppers are even more aware of pennies and nickels. The result was sales in off-premise outlets were likewise adversely affected.

These two important factors—decline in the economy and a round of price increases at the retail and consumer level—occurring almost simultaneously—resulted in losses in total beer consumption, but most seriously affected the premium brands.

(1407)

Up to now the shipments of Budweiser and Michelob as compared to the other premium brands have not been of too much concern because we have been increasing wholesaler and retailer inventories in anticipation of the peak selling season. However, apparently the retailer has not been selling sufficient volume and the pipe lines are full.

Under present circumstances we cannot be too optimistic of the immediate future unless economic conditions materially improve. Based on the estimates of our field men, more of the markets surveyed for the second quarter of 1954 will be under the sales of the second quarter of 1953 than will be over. By Regions the forecast is as follows:

Excerpts From Respondent's Exhibit 153

<i>Region & Manager</i>	<i>Second Quarter</i>		
	<i>1954</i>	<i>1954</i>	<i>1954</i>
	<i>OVER</i>	<i>UNDER</i>	<i>SAME AS</i>
	<i>1953</i>	<i>1953</i>	<i>1953</i>
I—North Atlantic—Reed	6	3	1
II—Mid Atlantic—Miller	6	4	1
III—South Atlantic—Fogassey	3	4	1
IV—E. North Central—Rollins	4	6	1
V—W. North Central—Bien	2	2	—
VI—Southern—Gorden	2	10	1
VII—Midwest—Huebner	6	2	—
VIII—Mount. & Pac.—Flanigan	4	8	1
Total	33	39	6

In the meantime Sales Management, sensing some time ago the impending decrease in premium brand sales, has more actively pushed ahead with contests, special material for wholesalers and field men to be used in combating the pricing factors, special meetings in the field with wholesalers and their personnel, more personalized selling through our Retailer Schools, and by bringing retailers to St. Louis. Other plans also have been specifically designed to stimulate sales. Our wholesalers, too, with our cooperation and guidance have been more active according to the survey. They are stepping up contests, increasing incentive plans, adding special promotions, using more local consumer advertising, adding personnel and trying by every means to stay ahead of competition.

Excerpts From Respondent's Exhibit 153

As a part of the survey we asked our wholesalers and our field men what recommendations they had for Anheuser-Busch activities. It was felt these recommendations could be used as a guide for Management in making short-term and long term plans.

These recommendations are tabulated below:

(1408)

Wholesalers' Recommendations

	<i>More Consumer Advertising</i>	<i>Adjustment in Price</i>	<i>More P.O.S.</i>	<i>Misc. (A)</i>
No. of Mentions	51	21	16	20

Field Men's Recommendations

	<i>More Consumer Advertising</i>	<i>Adjustment in Price</i>	<i>More P.O.S.</i>	<i>Misc. (B)</i>
No. of Mentions	45	14	18	15

(A) Ten different recommendations.

(B) Six different recommendations.

It is interesting to note that the preponderance of recommendations by both wholesalers and field men had to do with more consumer advertising. Of the 51 mentions for consumer advertising by wholesalers, 24 specifically mentioned a *national TV* show. Of the 45 mentions for consumer advertising by field men 15 specifically mentioned a *national TV* show.

Excerpts From Respondent's Exhibit 153

Attached are two actual completed surveys for Cleveland, Ohio, and Durham, North Carolina, so that the scope of the entire survey can more readily be seen.

Also attached is a summary by Regions of the pertinent information for all the surveys with brief remarks on each Region and an All Region Summary. Individual letters will be written to each Regional Manager on each market where follow-up is indicated.

I know you will agree that much valuable information has been accumulated which can be used in our over-all planning and for policy decisions.

J. E. Barsi

Att.

Respondent's Exhibit 154-A/F

(1460)

June 4, 1954

Mr. James E. Barsi

Mr. J. Hallquist, Jr.

It appears that any productive reduction in 8/6 pack cans, or other can pack, at the retail level would seriously disturb the marketing of other 12 oz. packages particularly the 12 oz. returnable bottle.

Considering major markets in three regions, Atlantic, East North Central and Southern used in the recent survey, the differentials between returnable 12 oz. bottles and the statistical equivalent of the 8/6 can pack range as follows:

Region #I 14¢ to 28¢ with 5 out of 10 under 22¢

Region #IV 20¢ to 35¢ with 5 out of 12 25¢ or under

Region #V 18¢ to 30¢ with 13 out of 14 25¢ or under

If can prices to the retailer approximated the price of the liquid content of returnable bottles we could, based on previous experience with non-returnable bottles, expect cans to replace bottles over the bar in many outlets.

Non-returnable 12 oz. bottles were next considered as a "fighting package", however, the same conditions with regard to our overall marketing position holds true also in this instance.

It does appear, based on the markups for 8/6 can packs shown in the attached lists, that the markups are excessive in many markets and should be reduced — however, markups on 24/12 oz. returnable bottles should likewise be reduced.

Respondent's Exhibit 154

It is therefore suggested that we establish maximum "Recommended markups for all packages".

This would — in most markets — cause an adjustment in prices to the consumer of all of our take home packages.

(1461)

Based on 1953 sales volume any substantial reduction in F.O.B. price of our can packages would reduce Anheuser-Busch revenues substantially;

Can Sales — 1953

<i>By Units</i>		<i>By Statistical Cartons</i>
12/12 oz. cartons	2,507,405	1,253,702
8/6 -12 oz. "	5,554,110	11,108,226
24/12 oz. "	16,069,731	16,069,731
		28,431,653

@ 10¢ per carton reduction \$2,843,165.30 loss in revenue

@ 15¢ per carton reduction \$4,264,747.95 loss in revenue

Beyond establishing "Recommended maximum markups" there remains only two other possibilities;

- 1) Proceed with a different sized package such as the 10 ounce bottle or can.
- 2) Consider using the 7 ounce or 32 ounce as a fighting package.

Respondent's Exhibit 154

In the case of:

1) There are certain disadvantages:

- a) The time element—months would be required to obtain the bottle or can. Label and carton design and production would take time. Machine changes might be slow.
- b) Restricted markets due to state laws and regulations.
- c) Uncertain public acceptance.

(1462)

2) There are certain advantages for the 7 ounce bottle;

- a) It is in production.
- b) It can combat high over the bar prices of Budweiser and is a good tool against local or lower priced brands.

3) There are certain advantages for the 32 ounce bottle;

- a) It is in production.
- b) It can move high gallonage from our plants.
- c) It reaches the home market where price is especially important.
- d) Because of their low volume wholesalers will cooperate in making it a "loss leader".

Respondent's Exhibit 154

- e) Any substantial reduction will be easily apparent at the retail level — 12 units vs. the usual 24.
- f) It should help bottled and can sales by creating new consumers.

It is therefore recommended that;

- 1) We establish "Recommended maximum mark-ups" for all packages.
- 2) That we immediately use the quart package as a fighting and volume producing package.
- 3) That we proceed as quickly as possible with the development of a 10 ounce bottle and/or can package.

J. Hallquist, Jr.

Respondent's Exhibit 154

(1463)

REGION I—NORTH ATLANTIC

<i>City</i>	<i>Price to Retailer 6 Pack Cans</i>			<i>Price to Consumer 6 Pack Cans</i>			<i>Wh. Mktg</i>	<i>Differential 24 12 oz. Re</i>
	<i>Bud</i>	<i>Local</i>	<i>Diff.</i>	<i>Bud</i>	<i>Local</i>	<i>Diff.</i>	<i>8, 6 Cans</i>	<i>ca. 4 6 Cans</i>
Albany	.97	.82	.15	1.19	.99	.20	1.35	.20
Boston	.99	.84	.15	1.35	1.14	.21	1.25	.28
Bronx	.98	.81	.17	1.23	1.05	.18	1.47	.24
East								
Hartford	.95	.85	.10	1.20	1.11	.09	1.18	.14
Glen Falls	.97	.81	.16	1.20	1.05	.15	1.26	.20
Manchester	1.03	.92	.11	1.29	1.15	.14	1.50	.25
Manhattan	.98	.82	.16	1.23	1.05	.18	1.47	.24
Syracuse	.98	.82	.16	1.14	.99	.15	1.35	.21
Westbury	.98	.82	.16	1.23	.99	.24	1.39	.24
Worcester	.98	.89	.09	1.32	1.14	.18	1.18	.18

*Respondent's Exhibit 154***REGION IV—EAST NORTH CENTRAL**

	<i>Price to Retailer</i> <i>6 Pack Cans</i>			<i>Price to Consumer</i> <i>6 Pack Cans</i>			<i>Wh. Mkp</i>	<i>Differential</i> <i>24 12 oz. Ret.</i>
	<i>Bud</i>	<i>Local</i>	<i>Diff.</i>	<i>Bud</i>	<i>Local</i>	<i>Diff.</i>	<i>8 6 Cans</i>	<i>vs. 4 6 Cans</i>
Ann	1.01	.81	.20	1.25	1.05	.20	1.12	.25
Ann	1.01	.81	.20	1.30	1.05	.25	1.12	.25
Cleveland (Dunk)	1.02	.82	.20	1.30	.99	.31	1.22	.30
Cleveland (National)	1.02	.82	.20	1.30	.99	.31	1.22	.30
Cincinnati	1.02	.86	.16	1.27	1.05	.22	1.26	.32
Columbus	1.02	.83	.19	1.25	.98	.27	1.27	.30
Detroit	.96	.85	.11	1.15	1.05	.10	1.29	.30
Louisville	.94	.78	.16	1.10	.90	.20	1.15	.25
Memphis	1.15	.99	.16	1.25	1.06	.19	1.35	.35
Norway	.93	.75	.18	1.20	.95	.25	1.06	.25
Pontiac	.97	.85	.12	1.23	1.08	.15	1.39	.30
Wheeling	1.02	—	—	1.30	—	—	1.13	.20

Respondent's Exhibit 154-

(1465)

REGION VI—SOUTHERN REGION

<i>City</i>	<i>Price to Retailer</i> <i>6 Pack Cans</i>			<i>Price to Consumer</i> <i>6 Pack Cans</i>			<i>Wh. Mkp</i>	<i>Differential</i> <i>24 12 oz. R</i>
	<i>Bud</i>	<i>Local</i>	<i>Diff.</i>	<i>Bud</i>	<i>Local</i>	<i>Diff.</i>	<i>8 6 Cans</i>	<i>vs. 4 6 Cans</i>
Amarillo	1.00	.85	.15	1.25	1.00	.25	1.44	.25
Beaumont	.99	.81	.18	1.20	1.00	.20	1.34	.20
Birmingham	1.12	—	—	1.30	—	—	1.20	.20
Clarksdale	1.17	1.02	.15	1.39	1.29	.10	1.25	.20
Corpus Christi	.99	.81	.18	1.25	1.00	.25	1.32	.18
Dallas	.96	.79	.17	1.39	1.26	.13	1.23	.20
Ft. Worth	.96	.81	.15	1.20	1.05	.15	1.23	.20
Galveston	.98	.81	.17	1.19	.97	.22	1.34	.20
Houston	.98	.81	.17	1.23	.98	.25	1.33	.25
Lake Charles	1.15	.99	.16	1.30	1.10	.20	1.17	.20
Okla. City	1.12	.93	.19	1.30	1.11	.19	1.33	.25
Texarkana	1.03	—	—	1.15	—	—	1.33	.30
Tulsa	1.12	.98	.14	1.33	1.07	.26	1.36	.25
Wichita Falls	.91	.81	.10	1.20	1.00	.20	.83	.20

Respondent's Exhibit 155

(1466)

[INTER-OFFICE LETTERHEAD OF]
ANHEUSER-BUSCH, INC.

September 1, 1954

To Mr. J. E. Barsi
From F. P. Rollins, Jr.

You asked for a reply on wholesaler markups on the proposed new packages, i.e.,

24/10-Oz. Cans	—	.45
24/10-Oz. N/R Bottles	—	.45
12-4/5 Quarts	—	.50

These packages should be considered extra volume packages competing price-wise with local and regional beers.

In order to reach consumers at competitive prices to local and regional beers, the markups should not exceed the above.

Since the .45 and .50 markups are comparable to those of most local and regional beers I feel that our wholesalers will go along with these recommended markups.

F. P. Rollins, Jr.

Respondent's Exhibit 156

(1467)

[INTER-OFFICE LETTERHEAD OF]

ANHEUSER-BUSCH, INC.

To Mr. J. E. Barsi
From J. A. Huebner

September 1, 1954

With reference to your query regarding wholesalers' reactions to a 45¢ mark-up on a 10 oz. can carton and a 50¢ mark-up on both the fifth package and the 10 oz. N.R. bottle package, I am of the following opinion.

Our wholesalers generally are seeking a means of increasing their volume in the instances where they have suffered sales losses, and any new packages that might offer them this opportunity will in most cases be accepted, even with the reduced mark-up. It is essential that we make them understand fully that our recommendation is a means of helping them overcome certain sales problems that they are presently faced with and to convince them that by increasing their volume appreciably, their cost of delivery per unit will be reduced, which in turn will offset the lower mark-up on a new package.

While there will no doubt be some objections to a lower mark-up, I feel sure that our recommendations will be generally accepted by our wholesalers when the advantages of potential sales increases are pointed out.

J. A. Huebner

Respondent's Exhibit 158-A

(1471)

January 28, 1954

Mr. A. B. Orthwein:

As you know, during the Regional Meetings, there were discussions concerning various type packages.

Mr. von Gontard has asked me to check with you to determine the feasibility of producing an 11-oz. returnable bottle and an 8-oz. non-returnable bottle.

We would like to know, if possible, the beer and packaging cost of a case of 24 11-oz. returnable bottles of Budweiser compared to a case of 24 12-oz. returnable bottles, excluding any brewery mark-up.

For the 8-oz. non-returnable bottle, in addition to the feasibility from a production standpoint, we would like to know comparative beer and packaging costs for 24/8-oz. non-returnable bottles of Budweiser and 36/8-oz. non-returnable bottles compared with the regular 24/12-oz. non-returnable and the 36/7-oz. returnable bottles.

As you can see, we are trying to determine whether we can offer these packages to wholesalers at a price attractive enough through all channels of distribution.

J. E. Barsi

cc: Mr. A. von Gontard

THE WASHINGTON POST AND TIMES HERALD, WASHINGTON, D. C., FEBRUARY 9, 1935

HERE ARE THE FACTS

That Have Not Been Told About the

"FULL 12" oz. can

ALL OVER the country millions of Americans enjoy the beverage of moderation—BEER. Perhaps you, too, find that beer occupies a "friendly" place in your home, and we hope that VALLEY FORCE BEER is your favorite choice . . .

We feel that you should know that VALLEY FORCE BEER, like hundreds of other fine beers throughout the country, is packed in 12 ounce cans and bottles, a size that has been—and is—traditional the world over.

We bring this to your attention because we do not want you to confuse the "FULL 12" ounce size of VALLEY FORCE BEER with 10 ounce packages of beer that are now being advertised in this market. We feel it our duty to point out to you, that when you purchase a 10 ounce can of beer, you are obtaining 2 ounces less beer than you find in the "FULL 12" of VALLEY FORCE BEER.

When you buy beer, DEMAND that extra 20%—or a "FULL 12" for the same money. YOU CAN BE SURE that the VALLEY FORCE DISTRIBUTING COMPANY will advertise and give you exactly what you pay for, without misconception or confusion. Our "FULL 12" of VALLEY FORCE BEER or RAMS HEAD ALE is just what it implies . . . a full 12 ounces—at the POPULAR PRICE.

VALLEY FORCE DISTRIBUTING CO.

Largest Distributor of Beer & Ale

Excerpts From Respondent's Exhibit 162-A/L

(1478)

KICK-OFF MEETINGS**Test Markets**

* * *

(1482)

Gentlemen:

I want to thank you for coming to this meeting from your territories. I know you are all busy, but I think this meeting we are about to hold is one of the most important we have ever held as it concerns the future of Anheuser-Busch, you, and all our wholesalers and their men.

For several months, we have had underway plans for meeting the lower price situation which has caused a consumer trend to local and regional beers. I know you are all familiar with this trend which is a natural one. The real volume beer drinkers are the lower income group and this group does not have the same amount of money to spend for beer now because there is not as much employment and overtime pay is generally a thing of the past.

Furthermore, there has been much talk of depressions, recessions and adjustment periods which has made people cautious and price conscious.

* * *

After careful study and analysis, the answer would seem to be for Anheuser-Busch to make Budweiser available in packages that would be competitive on a package versus package basis with the local and regional brands instead of an ounce for ounce basis.

Excerpts From Respondent's Exhibit 162

(1483)

. . .

Your Sales Department at Anheuser-Busch and the Production Department have been studying and exploring all the production factors of a number of new size packages for Budweiser. These studies have been completed and our officials have authorized the expenditure of sizeable sums at our various breweries to produce and market a new package—and here it is.

(1484)

The new Budweiser Fifth (Show Package).

. . .

Your Regional Manager, the Sales Research Department, and I have jointly selected your market as a test market for the Fifth. We sincerely believe that this package, properly advertised, merchandised, and sold will mean a great deal more additional volume to you and Anheuser-Busch since it will be sold at a price competitive to local and regional beers in your market. This is the package which will give us a shot at the % of the business we are not now getting.

For your information, too we will also have

The 10 oz. Budweiser non returnable bottle (show package). This will be packaged in a regular pack and a 4/6 pack.

. . .

The next new package is the 10-oz. Budweiser can in regular packs of 24 cans and in the 8/6 packs. This package

Excerpts From Respondent's Exhibit 162

will be produced at the St. Louis Brewery only and will be ready for shipment on December 1.

In addition, the 16 oz. can has been approved for Budweiser and will be available from both the St. Louis and Los Angeles Breweries in about five months.

. . .

(1485)

. . .

I want to tell you we have every confidence in this package and in you, and we are backing up that confidence in your market. Just recently the Board of Directors, on my request, approved a quarter of a million dollars to be spent in test markets on new packages for consumer advertising and for point-of-sale material. Look around you and you will see some of the point-of-sale material especially developed on the Fifth.

. . .

I know that the type of consumer advertising you will get will do much to launch these new products in a most effective manner. However, in addition to the new point-of-sale material and the consumer advertising, Anheuser-Busch will send a crew of men into your market to work with you. We will keep these men in your market for a number of days depending on the judgment of our Regional Manager and yourself.

. . .

Respondent's Exhibit 163-A/E

(1490)

**BUD FIFTH
SUGGESTED MEETING GUIDE
FOR REGIONAL MANAGER**

This suggested meeting guide can be used during your BUD FIFTH kickoff meeting to be attended by your sales crew, the wholesaler and his sales personnel.

Sequence of meeting

- 1) Open meeting by stating the reasons for introducing the new package. Have several BUD FIFTH bottles on display. (See Page 1 attached).
- 2) Tell how BUD FIFTH is packaged. (See page 1).
- 3) Explain to everyone the pricing of BUD FIFTH (Have a blackboard available).

- 1) Price to retailer

- 2) Suggested price to consumer

- 4) Explain and show all available samples of BUD FIFTH point-of-sale and consumer advertising support. (See page 2).
- 5) Explain the overall policy on BUD FIFTH distribution and where the sales effort should be concentrated. (See page 3).
- 6) Then have the wholesaler and each salesman review the outlet list (or sales records cards). Write

Respondent's Exhibit 163

down the best prospects. Later, these should be entered on one master list and a copy given to each crew member and each wholesaler salesman.

- 7) Explain the best display locations for BUD FIFTH. (See page 4).
- 8) Build two or three sample BUD FIFTH displays at this point.
- 9) Designate one crew member as The Budweiser Salesman. Designate a wholesaler salesman as The Retailer. Have the salesman sell the retailer on BUD FIFTH. (See page 3). Ask for comments and suggestions for improvement.
- 10) Before you adjourn the meeting, decide on the call list for the first day, second day and 3rd day. (By the end of the 3rd day, you will want to meet again to review progress, revise the call lists, and appoint certain men for callbacks).

Respondent's Exhibit 163

(1491)

HOW TO SELL THE NEW
"BUD FIFTH"
BUDWEISER BOTTLE

WHAT IS "BUD FIFTH"?

It's a new package for beer — pioneered by Anheuser-Busch. BUD FIFTH is a 25 6/10 ounce non-returnable bottle of world-famous Budweiser.

HOW ARE "BUD FIFTH" BOTTLES PACKAGED?

Two ways:

1. Regular carton of twelve 25 6/10 ounce no-deposit bottles.
2. Master carton of six 2-packs.

WHY IS ANHEUSER-BUSCH INTRODUCING "BUD FIFTH"?

Because many persons will buy Budweiser flavor and quality in a 25 6/10-oz. bottle in preference to a 32-oz. bottle of a local or regional brand at the same price. This means *extra* volume for Budweiser wholesalers.

"BUD FIFTH" HAS COMPLETE SALES AND ADVERTISING SUPPORT

Your Regional Manager is scheduling the following sales and advertising activities to coincide with the introduction of the BUD FIFTH bottle in your market.

Respondent's Exhibit 163

(1492)

1. BUD FIFTH newspaper ads in your local newspapers.
2. Special 24-sheet posters in your market.
3. Spot announcements over your local radio stations.
4. Special point-of-sale material will consist of bottle toppers, shelf flanges, price cards, streamers, and wrap-arounds for shopping carts.
5. Our Public Relations Agency is sending news releases on the introduction of BUD FIFTH in your market.
6. Special truck banners for all your delivery and transport trucks.
7. We will also send you a supply of small drop-in admats which you can give to those of your retailers who advertise their products in your local papers and circulars.
8. An Anheuser-Busch sales crew (supervised by your Regional Manager) will help you get initial orders, place point-of-sale material, build displays, and do everything else they can help you introduce BUD FIFTH bottles.

WHAT IS THE WHOLESALER'S FIRST JOB?

The wholesaler's first job is to establish his price to retailers so it will be low enough to compete with local and regional 32-oz. bottles.

Respondent's Exhibit 163

The state tax on BUD FIFTH is lower than on quarts in most states.

The freight is lower

Warehouse and delivery expenses are lower in most markets.

Since BUD FIFTH will be in direct competition with local 32-oz. bottles, the wholesaler should add a mark-up which will be low enough to actually *compete*. We feel that a suggested mark-up of 45¢ per case, coupled with the lower costs listed above, will result in a consumer price low enough to divert a great deal of local and regional quart volume to Budweiser.

(1493)

The wholesaler will want to sell the retailer on the fact that BUD FIFTH *if priced right* will mean extra volume for him.

WHAT IS THE WHOLESALER'S *SECOND* JOB?

After the wholesaler sets his price as low as possible the next job is to get BUD FIFTH bottles sold to the maximum number of retail outlets in the shortest possible time.

Generally, the wholesaler should concentrate on those on-premise and off-premise outlets which sell a high-volume of local and regional quarts but a small volume of premium quarts.

Respondent's Exhibit 163

SELLING *BUD FIFTH* TO THE BEER RETAILER

Point out the advantages of BUD FIFTH *to the retailer*

1. It is a *first* in the industry — many people will want to sample the new size.
2. A carton of two BUD FIFTH no-deposit bottles can be sold to the consumer for as little as 75¢ in some markets.
3. Many shoppers will buy *more* beer if they can buy Budweiser at a lower price. It's the old story of the bargain buy. People frequently buy more than originally intended if the *unit* cost is attractive to them.
4. Budweiser in BUD FIFTH no-deposit bottles completes the line of beer packages and beer is a high profit item in most stores.
5. BUD FIFTH is a no-deposit bottle, convenient to the retailer and his patrons.
6. Many bargain conscious shoppers will buy a "fifth" of the world's finest beer at a popular price — and they will appreciate the fact that the retailer has made it available.
7. BUD FIFTH requires less space in coolers and refrigerators than do quarts.
8. BUD FIFTH chills quicker than quarts in the bar cooler or home refrigerator.

Respondent's Exhibit 163

(1494)

THE THIRD JOB — BUD FIFTH DISPLAYS IN RETAIL OUTLETS

Displays should be built in *all* outlets — food stores, package stores, taverns, delicatessens, etc.

BUD FIFTH bottles should be displayed in the same shelf or refrigerator area as 32-oz. bottles of local and regional brands. This display area should be some distance away from the display section used for 32-oz. premium brands. This arrangement will encourage shoppers to buy BUD FIFTH instead of 32-oz. locals and regionals.

If Budweiser 32-oz. bottles are sold in the outlet they should be displayed in the premium brands section so they will continue to get their share of the premium volume.

Never display the BUD FIFTH bottle next to Budweiser 32-oz. bottles. If you do, shoppers may buy the BUD FIFTH instead of Budweiser 32-oz. bottles. Always remember the purpose of BUD FIFTH — to get *new* volume, sales which formerly went to 32-oz. locals and regionals.

After BUD FIFTH is displayed, call the shoppers attention to the new package by using the special point-of-sale material described in the section "Complete Sales and Advertising Support."

Respondent's Exhibit 167-A

(1506)

November 2, 1955

City Sales Department, St. Louis, Mo.

ANNUAL TOTALS

	<i>1953</i>	<i>1954</i>	<i>1955</i> <i>(9 Months)</i>
Sales — Cases			
On Premise	1,107,469	1,767,024	1,165,920
% to Total			
AB sales	69%	49%	52%
Off Premise	492,550	1,828,841	1,074,580
% to Total			
AB sales	31%	51%	48%
Total	<hr/> 1,600,019	<hr/> 3,595,865	<hr/> 2,240,500

Respondent's Exhibit 168

(1507)

*All contingent upon availability of
10-ounce returnable bottles*

February 1st to 16th — condition consumers by accelerating the theme that Budweiser is a bargain — buy it while you can at popular prices.

February 14th — Announce to St. Louis retailers that all present prices will be increased on March 1st. Make no announcement that a 10-ounce package will be sold.

February 16th — Announce to St. Louis consumers that Budweiser prices will advance on March 1st.

March 1st — Increase 12-ounce prices, and announce to retailers the 10-ounce bottle and can prices, and get distribution.

Bring in 10 men to work one week on distribution.

March 2nd — Consumer advertising copy plugging the 10-ounce bottle and can at popular prices.

Begin selection of manpower to form local Busch Lager sales organization.

5 men for off-sales operation	}	\$12,000 per month
8 men for on-premise operation		

March — Hiring date of additional manpower, and begin training period.

1 week — Merchandising and Sales Service School

1 week — On the job with experienced men

Respondent's Exhibit 168

Paint five ranch wagons for use by off-premise men, with Busch Lager copy.

Paint 25 existing Budweiser delivery trucks with Busch Lager copy — all to be ready by April 1st.

Prepare sample kit and brochure for use by salesmen.

March 21st — Kick-off meeting for wholesalers in 100 mile area who participate in St. Louis' advertising coverage.

March 24th — Begin Busch Lager teases on radio, television, Cardinal local station.

March 29th — Mail announcement letter for Busch Lager to retailers.

Kick-off meeting, all driver-salesmen and salesmen. Commence drive for distribution.

April 1st — Begin delivery of Busch Lager to retailers.

Begin deliveries to area wholesalers.

Respondent's Exhibit 170

(1509)

February 24, 1955

Mr. James E. Barsi

The original time table for 10 ounce returnable Budweiser and Busch Lager has become obsolete, hence, the following is proposed;

March 8 or 9 (Monday or Tuesday)

Kick off meeting for Missouri and Illinois wholesalers selected for Busch Lager and the 10 ounce returnable bottle.

March 14 (Monday)

Send announcement letter to retail trade. Deliver 12 bottles of Busch Lager to home of every driver salesman and salesman with letter by Lohr. Letter would ask them to try Busch Lager about which they would hear more at Tuesday morning meeting.

March 15 (Tuesday)

7:00 A.M. meeting — all driver salesmen and salesmen

Short talks by — Mr. E. Anheuser

Mr. F. Schwaiger — on product

Mr. J. E. Barsi — on sales

Mr. Ray Krings — on advertising
push

Deliveries begin to retailers in St. Louis and St. Louis County — three days should cover every outlet in market. Because Busch Lager is already the talk of the town distribution should be well established in three days.

Respondent's Exhibit 170

Deliveries begin to selected wholesalers in Missouri and Illinois.

No teaser copy advertising is necessary.

March 18 (Friday)

Consumer advertising begins — posters — newspapers — radio and television.

According to latest available information the 8/6 can pack for Busch Lager may be ready at the same time as the 24/12 oz. returnable bottle and 24/12 oz. cans. Deliveries of entire line could then begin on March 15th.

If this schedule meets with approval, please advise me.

J. Hallquist, Jr.

Respondent's Exhibit 172

(1518)

KANSAS BUSCH BAVARIAN MEETINGS***J. A. HUEBNER*****(Shirts)**

(Thank the previous speakers and make some appropriate remarks about the beauty, newness, and attention-getting consumer advertising and point-of-sale.)

I think you know now why Mr. Busch was impressed with Busch Bavarian beer and its campaign, and I know you are as pleased as I am that he chose Kansas for its kick-off.

I couldn't help but build up a terrific amount of enthusiasm for the beer, its quality, its taste, and the advertising idea that surrounds it. I hope you men are as pleased and happy with Busch Bavarian in Kansas as all of us are.

Perhaps you wonder why Busch Bavarian is coming into Kansas at all when a great deal of the state is comprised of one-price markets — that is, premium beer and popular priced beer selling for the same amount over the bar.

Well, despite the fact that in most places you can get a bottle of Budweiser for the same price as you pay for a bottle of popular priced beer, these popular priced beers do 56% of the total business in the state of Kansas. Just think of that.

Respondent's Exhibit 172

(1519)

With Budweiser alone your potential is only 44% of the total market. With Budweiser and Busch Bavarian your potential is increased by 56% and it becomes 100% of the total market.

This is a tremendous opportunity for every wholesaler in Kansas for additional revenue and additional profits.

Busch Bavarian with your Budweiser will make your organization bigger, more newsworthy, more stable, and will command more respect in your community.

Let me make one important point right now — Busch Bavarian will not hurt your Budweiser sales.

To be honest with you, when we first introduced another Anheuser-Busch product with Budweiser in St. Louis, we didn't know whether it would cut into the Budweiser sales. We wanted to find out, and we did.

Our experience has proven not only in St. Louis but in every market where we have introduced Busch beer, that the introduction of Busch did not hurt Budweiser sales.

Much to the contrary, it helped Budweiser sales.

(1526)

I know this is good news to all of you because we want to do nothing that will hurt Budweiser in any way.

Respondent's Exhibit 172

Now, let's get down to some brass tacks — the following Busch Bavarian packages will be available: Pints, regular cans, 8/6 cans, and quarts. It will be packaged in both 5% and 3.2% and for the time being at least there will be no Busch Bavarian draught beer.

I won't go into the pricing now because I want to talk to each wholesaler individually after this meeting. But Busch Bavarian will be competitive with the so-called popular priced beers in your market.

In the one-price markets, therefore, Busch Bavarian will sell over the bar for the same price as popular priced beers and premium price beers. Of course, it will be priced lower — that is, the same as popular priced beers — to take out.

In the individual meetings we will also give you the consumer advertising schedule for your market and in addition to covering a number of other points, we will also take your order for Busch Bavarian beer.

(1521)

It is expected that shipments will begin from St. Louis on Tuesday, August 16, and that you will begin to sell Busch Bavarian in your market on Monday, August 22.

I am sure I don't have to tell you wholesalers how to introduce a new package, but let's just briefly go over a few points.

Respondent's Exhibit 172

First of all, a letter of announcement (announcement card) should be sent to each of the retailers in your market. I have a sample of one here, and we will provide a similar sample to each of you during our individual meetings.

It is important to sample consumers whenever and wherever you find them. Mass sampling should be accomplished at every opportunity. When you are required to donate some beer for special functions, make it a donation of Busch Bavarian.

It's a good idea also to send a donation of Busch Bavarian to key people in your market and at the same time elicit their support for Busch Bavarian.

You should use every publicity gimmick you can think of. Perhaps you will want to send the first case of Busch Bavarian to the Mayor of your city. Perhaps you can take pictures of yourself and one of your driver salesmen unloading the first (1522) case of Busch Bavarian from your car or delivering the first case to a prominent retailer. Very often these ideas are considered newsworthy by newspapers and they will be published.

I know you can think of other publicity ideas that will be effective in your individual markets.

Speaking of sampling, I think it is about time that I sampled you. So, men, let's all stretch a minute and enjoy a bottle of Busch Bavarian beer.

(Call the meeting to order)

Respondent's Exhibit 172

Well, men, what do you think about Busch Bavarian? (Wait for answer) Isn't it one of the finest beers you have ever tasted? (Wait for answer) Do you think you will be able to sell it? You bet you will!

One of the most important sources of sales is chain stores. Where chain store headquarters are located in your market, be sure to get the headquarters approval for Busch Bavarian and the pricing factors understood. We will help you with this.

(1523)

Solicit the support of your suppliers, your banker, make sure all bartenders, waiters, waitresses, clerks — everyone in the business, knows about Busch Bavarian, its quality, and its pricing.

I am going to ask each wholesaler to prepare a 3 x 5 card for each retail outlet in his territory. These will be used by Anheuser-Busch men who come into your market to help you get quick distribution. We will tell you more about this in the individual meetings.

Every wholesaler in this room should prepare a carefully-planned campaign and outline it to his driver salesmen and salesmen before the sale of Busch Bavarian begins in your market.

Most important, of course, is 100% distribution and availability of Busch Bavarian priced correctly. The men who have to do this job are the key employees of any whole-

Respondent's Exhibit 172

saler organization — that is the driver salesmen and salesmen.

Driver salesmen and salesmen are the most important link in the chain of distribution. The success or failure of Busch Bavarian depends upon your salesmen and driver salesmen who are on the firing line every day with every retailer.

(1524)

I am going to ask John Hallquist, who is an old friend of yours and who is now coordinating all Busch Bavarian activities, to tell you something about his experience in introducing a new product in other markets. John.....

Thanks, John.

What you had to say was, I am sure, the backbone of a successful plan to introduce Busch Bavarian, and I know Busch Bavarian is going to be a tremendous success in Kansas.

Anheuser-Busch is with you all the way. Mr. Busch himself is taking a personal interest in this campaign and will be watching Kansas as will all of us.

We think we have a sure-fire theme, and we know it can't miss, if we get the distribution quickly and effectively. We are sure you can do it, but to be doubly sure, we are putting fourteen extra Anheuser-Busch men in the state to help you. These men will be in every territory and will call on every retailer.

Respondent's Exhibit 172

(1525)

Point-of-sale material has already been ordered for you and is on the way, and you can order more as you need it.

The advertising campaign is set to go.

Our extra men are on the way and our St. Louis executives will be in various markets from time to time to help you.

Let's leave no stone unturned in this all-out drive to make Busch Bavarian one of the most important factors in Kansas.

If you need anything or can think of anything we should do, please don't hesitate to call us.

We know Busch Bavarian will be a success for Anheuser-Busch and for you and with your help and enthusiastic support we can't miss.

If you fellows feel the same way, send a telegram to Mr. Busch. Tell him what you think of Busch Bavarian. Tell him what distribution you are going to get, how soon, and how much you expect to sell. I know he will appreciate it.

(1526)

Now, our part of this program is through except for the individual meetings, but I am sure you men must have lots of questions about Busch Bavarian, and we are up here to answer them for you.

Who is the first one with a question?

Respondent's Exhibit 173

November 22, 1955

New Packages and New Products Introduced by Anheuser-Busch

Since January 1, 1954 to Meet Competition

Report Covers Period January 1, 1954 Through September 30, 1955

BUDWEISER										BUSCH LAGER				BUSCH BAVARIAN	
10 oz. Cans		10 oz. N.R. Bottles		10 oz. Ret. Bottles		5th N. R. Bottles		5th Ret. Bottles		Package Beer		Draught Beer		Package Beer	
Month First Sold In State	No. of Markets Shipped In 1955	Month First Sold In State	No. of Markets Shipped In 1955	Month First Sold In State	No. of Markets Shipped In 1955	Month First Sold In State	No. of Markets Shipped In 1955	Month First Sold In State	No. of Markets Shipped In 1955	Month First Sold In State	No. of Markets Shipped In 1955	Month First Sold In State	No. of Markets Shipped In 1955	Month First Sold In State	No. of Markets Shipped In 1955
Alabama	12/54	9								7/55	1				
Arkansas	1/55	10				3/55	10	7/55	3	7/55	3				
Colorado						7/55	6								
Delaware						1/55	1					3/55	1		
Dist. of Col.	1/55	1													
Florida	2/55	8													
Georgia	8/55	2				2/55	7								
Illinois	12/54	33						3/55	2	3/55	21				
Iowa	12/54	20				9/55	1	9/55	1					8/55	20
Kansas	2/55	12													
Kentucky	12/54	5													
Louisiana	12/54	10	4/55	1	4/55	2	4/55	5		8/55	1				
Maine			2/55	1											
Maryland	12/54	6								6/55	4	9/55	1		
Massachusetts	1/55	8	12/54	10											
Minnesota	1/55	1													
Mississippi	2/55	6						4/55	7	5/55	1				
Missouri	1/55	16			4/55	2				7/55	2			8/55	3
Nebraska										3/55	24				
New Jersey			1/55	1			11/54	8	5/55	3	7/55	2	6/55	4	
New Mexico							8/55	1		6/55	4				
New York							11/54	16	6/55	2	6/55	6	6/55	6	
North Carolina	12/54	1													
Oklahoma	12/54	14			4/55	2	2/55	12	5/55	3					
Pennsylvania												3/55	38		
South Carolina							4/55	2				8/55	1		
Tennessee	1/55	8								6/55	4				
Texas										4/55	35				
Utah	8/55	5	8/55	5	8/55	5	8/55	5							
Totals		175		18		11	81		15		107		51		23

Respondent's Exhibit 175

(1528)

PABST BLUE RIBBON

BEER ALE

SPECIAL BULLETIN

CAVANAGH — BOOTH SALES

2908 Brammon Ave.

March 12, 1955

PR - 3 - 6661

Dear Customer:

Perhaps you have been bewildered about the recent raises in beer prices in St. Louis and St. Louis County and yet you have had no official notice about a "Pabst Blue Ribbon" price raise.

For 110 years Pabst Brewing Co. has brewed and served you the "Finest Beer Served . . . Anywhere". The tremendous increase in sales of our fine beer is very gratifying to us and we appreciate it very much. This shows that more and more consumers are realizing the fine flavor and quality of Pabst Blue Ribbon Beer.

Pabst Brewery, like all industries has faced increase costs in labor and raw materials; yet in the face of this predicament we have tried to hold the price line as long as possible. We are sorry but we must go up.

Our new price schedule which follows becomes effective March 28, 1955, and is made available as far ahead as possible so that your inventories may be adjusted to your best advantages.

Respondent's Exhibit 175

24/12 oz. Returnable Bottles (Beer & Ale)	\$2.80 plus 60¢ Dep.
12/32 oz. Non-Returnable Quarts	3.70
36/ 7 oz. Returnable Club Bottles	2.70 plus 96¢ Dep.
12/12 oz. Cans	1.61
24/12 oz. Cans	3.34
48/12 oz. Cans (Packed in Handy Six)	6.68
24/12 oz. Non-Returnable Bottles	3.25
****24/16 oz. Cans (Packed 6 Pkg. of 4 Cans Each)	Only \$.99****

Hoping for your continued friendship to us and Pabst
Blue Ribbon Beer.

Cordially

Arthur J. Roufa
President

1529

Respondent's Exhibit 176

Original Griesedieck Bros.*Griesedieck Bros. Brewery Company*

1920 SHENANDOAH AVE. • SAINT LOUIS 4, MISSOURI • PROSPECT 13900

*Announcing . . .***GB HOLIDAY BONUS SPECIAL!**

To show our appreciation to the thousands of St. Louisans who are already enjoying Krausened GB — to encourage others to try Krausened GB — and to give you a Holiday Bonus of increased GB beer sales and extra profits.

Here is your chance to save up to**20¢ a case on Krausened GB - - -****St. Louis' most talked-about beer!**

For the holiday period — from Monday, November 15, through Friday, December 31 — GB customers in St. Louis and St. Louis County only will be able to buy Krausened GB at Holiday Bonus prices for **one-stop quantity deliveries**.

Check this Holiday Bonus Price List . . . Place your quantity delivery order now on the special Holiday Bonus Order Card enclosed.

TOTAL NUMBER OF CASES FOR ONE-STOP DELIVERY	RETURNABLE		C A N S			NON-RETURNABLE		
	24 - 12 oz.	12 - 32 oz. (Quarts)	24 - 12 oz.	48 - 12 oz. (6 Paks)	12 - 12 oz.	12 - 32 oz. (Quarts)	24 - 12 oz. (Monday 6)	12 - 12 oz.
3 to 9 cases inclusive	\$2.35	\$2.96	\$2.99	\$6.08	\$1.51	\$3.11	\$2.83	\$1.37
10 to 19 cases inclusive	2.30	2.90	2.94	5.98	1.49	3.11	2.83	1.37
20 to 34 cases inclusive	2.25	2.83	2.89	5.88	1.46	3.11	2.83	1.37
35 to 49 cases inclusive	2.20	2.76	2.84	5.78	1.44	3.11	2.83	1.37
50 cases and over	2.15	2.70	2.79	5.68	1.41	3.11	2.83	1.37

THE QUANTITY PRICE BRACKET IS DETERMINED BY THE TOTAL NUMBER OF CASES PER DELIVERY IN ANY COMBINATION PACKAGES. Cartons containing 6 6-can packs count as two cases. Cartons of 12 12-oz. cans or bottles count as half a case.

Deposits on returnable cans and bottles remain unchanged.

Brewed the Old World Way . . . for the Taste of Today

Respondent's Exhibit 177-A/B

(1530)

[LETTERHEAD OF]

GRIESEDIECK BROS. BREWERY COMPANY

February 23, 1955

Dear GB Retailer:

As you know, we are constantly seeking to improve the quality of GB beer to include all of the characteristics that discriminating beer drinkers want.

Despite the fact that our costs of producing and distributing GB have risen steadily for some time, we have sought to hold the line on prices. However, we now find it necessary to increase the price of GB to bring it into line with our higher costs of doing business.

The attached new price list will become effective, Monday, March 7, 1955.

As always, your GB salesman and driver as well as our telephone order department stand ready to give you prompt, friendly service on all your orders for GB finest quality beer.

Sincerely yours,

Griesedieck Bros. Brewery Company

Edward J. Griesedieck
President

EJB/brf
Enc.

Respondent's Exhibit 177

(1531)

*Finest Quality G B**Price Schedule Effective March 7, 1955**Retail licensees in St. Louis and St. Louis County*

<i>Package</i>	<i>Beer Price</i>	<i>Container Deposit</i>
24-12 oz. Returnable (export)	\$ 2.50	\$.60
12-32 oz. Returnable (quarts)	3.05	.60
24-12 oz. Cans	3.14	none
48-12 oz. Cans — (8/6 pack)	6.28	none
48-12 oz. Cans — (4/12 pack)	6.28	none
12-32 oz. Non-Returnable (quarts)	3.30	none
24-12 oz. Non-Returnable (4/6 pack)	3.05	none
12-12 oz. Non-Returnable	1.52	none
Draught — Full Barrel	24.96	9.00
1/2 Barrel	12.48	6.00
1/4 Barrel	6.36	12.00

Federal and Missouri State taxes are included in above prices.

Prices are subject to change without notice.

Respondent's Exhibit 179-A/B

32)

**Lesedieck Bros. Package Beer Losses (24 12-oz. Equivalent Cases) in
St. Louis and St. Louis County Compared to Losses Outside**

	<i>St. Louis City & Co.</i>	<i>E. St. Louis</i>	<i>Whole- salers</i>	<i>Total</i>
6 mos. 1952	1,034,524	97,324	4,036,175	
6 mos. 1953	901,931	89,811	3,699,146	
Loss	—132,593	—7,513	—337,029	—477,135
% of Loss	27.7%	1.7%	70.6%	100.0%
6 mos. 1952	1,094,465	109,707	3,815,557	
6 mos. 1953	952,106	102,248	3,730,784	
Loss	—142,359	—7,459	—84,773	—234,591
% of Loss	60.6%	3.3%	36.1%	100.0%
6 mos. 1953	901,931	89,811	3,699,146	
6 mos. 1954	784,835	80,978	3,555,746	
Loss	—117,096	—8,833	—143,400	—269,329
% of Loss	43.5%	3.3%	53.2%	100.0%
6 mos. 1953	952,106	102,248	3,730,784	
6 mos. 1954	585,636	82,018	3,009,953	
Loss	—366,470	—20,230	—720,831	—1,107,531
% of Loss	33.1%	1.8%	65.1%	100.0%
6 mos. 1954	784,835	80,978	3,555,746	
6 mos. 1955	424,577	62,298	2,507,113	
Loss	—360,258	—18,680	—1,048,633	—1,427,571
% of Loss	25.2%	1.4%	73.4%	100.0%

Respondent's Exhibit 179

(1533)

	<i>St. Louis City & Co.</i>	<i>E. St. Louis</i>	<i>Whole- salers</i>	<i>Total</i>
Last 6 mos. 1954	585,636	82,018	3,009,953	
Last 6 mos. 1955	464,824	71,962	2,361,121	
Loss	—120,812	—10,056	—648,832	—779,700
% of Loss	15.5%	1.3%	83.2%	100.0%

Respondent's Exhibit 183-G

SPECIAL PRICING SURVEY—SEPTEMBER 1955

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
Lucky Lager	L	2.87		7.02	
Bergie	L	2.87		7.02	
Heal	L	2.87		7.02	
Emms	R	2.88		7.02	
Empia	R	2.89		7.02	
Elstaff	L	2.87		7.02	
Gabel	R	2.69		6.66	
Salitz	N	3.40		7.48	
Pabst	N	3.42		7.42	
Blatz	N	3.40		7.18	
Miller	N	3.99		8.20	
Belweiser	N	3.49		7.39	

Number of outlets selling On-Premise ONLY None
 Number of outlets selling BOTH On-Premise and Off-Premise 4000 (2000
 Number of outlets selling Off-Premise ONLY /2000

TOTAL number of licensed outlets 4000

Name Anheuser Busch, Inc.

City & State San Francisco, Calif.

Signed by A. Penney Date 9 23 55

Respondent's Exhibit 184-F

(1611)

SPECIAL PRICING SURVEY—SEPTEMBER 1955

• • •

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
Budweiser	N	3.65		7.50	
Schlitz	N	3.65		7.50	
Pabst	N	3.65		7.45	
Millers	N	3.65		7.50	
Hamm's	R	3.35		7.38	
Falstaff	R	2.95	25/2.84	6.70	25 3.25
Coors—11 oz.	L	2.87		6.48	
Tivoli	L	2.50		6.18	

• • •

Number of outlets selling On-Premise ONLY		539/65
Number of outlets selling BOTH On-Premise and Off-Premise	462	136
Number of outlets selling Off-Premise ONLY		326

TOTAL number of licensed outlets 1001

Name Anheuser-Busch, Inc.
City & State Denver, Colorado
Signed by (Illegible) Date 9 29 55
Br. Mgr.

Respondent's Exhibit 190-L

575)

SPECIAL PRICING SURVEY—SEPTEMBER 1955

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
Beckweiser	N	3.44	1-25 3.30	7.65	1-25 7.36
Schlitz	N	3.40	3.40	7.65	7.65
Millers	N	3.42	3.42	7.65	7.65
Hamms	R	3.40	1-25 3.27	7.65	1-25 7.36
Pabst	N	3.42	1-25 3.29	7.65	1-25 7.36
Blatz	N	3.00	3.00	6.85	6.85
Old Style Lager	R	3.20	1-25 3.08	7.18	1-25 6.90
Drewry's	L	2.77	100/2.57	6.74	100 6.34
Meister Brau	L	2.78	100/2.58	6.72	100 6.32
Fox De Luxe	L	2.78	50 2.58	6.72	50 6.52
Tavern Pale	L	2.76	30 2.56	6.72	30 6.52
Prager	L	2.77	100/2.57	6.74	100 6.54
Number of outlets selling On-Premise ONLY					2027/4387
Number of outlets selling BOTH On-Premise and Off-Premise					2360
Number of outlets selling Off-Premise ONLY					295
TOTAL number of licensed outlets					4682

Name ANHEUSER-BUSCH, INC.

2367 Logan Blvd.,

City & State Chicago, Illinois

Signed by S. J. Niede Date Sept. 29, 1955
(Logan Branch)

Repondent's Exhibit 190-Z17

(1706)

SPECIAL PRICING SURVEY—SEPTEMBER 1955

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
BUDWEISER	N	3.44	1 for 25 3.30	7.65	1 for 25 7.36
SCHLITZ	N	3.40	3.40	7.65	7.65
MILLER	N	3.42	3.42	7.65	7.65
HAMMS	R	3.40	1 for 25 3.27	7.65	1 for 25 7.36
PABST	N	3.42	1 for 25 3.29	7.65	1 for 25 7.36
BLATZ	N	3.00	3.00	6.85	6.85
OLD STYLE LAGER	R	3.20	1 for 25 3.08	7.18	1 for 25 6.90
DREWRY'S	L	2.77	100— 2.57	6.74	100— 6.34
MEISTER BRAU	L	2.78	100— 2.58	6.72	100— 6.32
FOX DE LUXE	L	2.78	100— 2.58	6.72	100— 6.32
ATLAS PRAGER	L	2.75	100— 2.55	6.74	50— 6.34
NECTAR	L	2.68	25— 2.53	6.68	25— 6.38
MONARCH	L	2.73	50— 2.53	6.70	25— 6.30
Number of outlets selling On-Premise ONLY					1,694/3887
Number of outlets selling BOTH On-Premise and Off-Premise					2,193
Number of outlets selling Off-Premise ONLY					369

TOTAL number of licensed outlets 4,256

Name ANHEUSER-BUSCH, INC.—KIMBARK BRANCH
City & State CHICAGO, ILL.

Signed by J. G. Bollinger

Date 9 29 55

J. G. BOLLINGER, BR. MGR.

Respondent's Exhibit 196-D

4)

SPECIAL PRICING SURVEY--SEPTEMBER 1955

* * *

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
Heiser	N	4.11	Same	8.50	Same
Haragansett	R	3.51	Same		
Leitz	N	4.11	Same	8.50	Same
Spert	N	3.32	Same	7.74	Same
Sanidt	N	3.33	Same	7.46	Same
Reger	R	3.60	Same	7.90	Same
ist	N	4.11	Same	8.50	Same
Effenreffer	R	4.11	Same		None
haeffer	N	4.11	Same	7.86	Same
iller	N	3.88	Same	8.50	Same
Harvard	R	3.32	Same	6.00	Same
Standard Brew.	R	3.40	Same	6.70	Same
Dawson	R	3.25	Same		None

* * *

Number of outlets selling	On-Premise ONLY	82
Number of outlets selling	BOTH On-Premise and Off-Premise	
Number of outlets selling	Off-Premise ONLY	389

TOTAL number of licensed outlets 471

Name Waterville Fruit & Produce Co., Inc.

City & State Waterville, Maine

Signed by H. B. Brody Date September 27, 1955

Respondent's Exhibit 198-A

(1848)

SPECIAL PRICING SURVEY—SEPTEMBER 1955

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
Budweiser	N	3.69		7.94	
Schlitz	N	3.69		8.00	
Pabst	N	3.69		7.96	
Millers	N	3.69		7.94	
Ballantine Beer	R	3.11		7.14	
Ballantine Ale	R	3.37		7.82	
Ruppert Beer	R	3.11		7.24	
Carlings Ale	R	3.37		7.82	
Schaefer	R	3.11		7.24	
Krueger Beer	R	3.11		7.14	
Naragansett Ale	L	3.02		—	
Pickwick Ale	L	3.20		—	
Dawson Beer	L	2.83	25/2.78	—	
Harvard Ale	L	3.57	25/3.52	6.74	
Hampden Ale	L	2.75	100/2.70	—	

Number of outlets selling On-Premise ONLY

Number of outlets selling BOTH On-Premise and Off-Premise

Number of outlets selling Off-Premise ONLY

TOTAL number of licensed outlets

Name August A. Busch & Company of Mass., Inc.

City & State Cambridge, Massachusetts

Signed by C. H. Aston

Date 9/27/55

Respondent's Exhibit 202-E

SPECIAL PRICING SURVEY—SEPTEMBER 1955

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. C ns 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
Anheuser-Busch	N	3.15		6.90	
Ballitz	N	3.20		6.98	
Beist	N	3.15		6.90	
Biers	N	3.20		6.98	
Bams	R	3.20		6.98	
Country Club	L	2.55	25/2.45	6.50	25/6.30
Mehlebach	L	2.55	25/2.45	6.30	25/6.10
Palstaff	R	2.65	10/2.60	6.40	
P.B.	L	2.60		6.30	

Number of outlets selling On-Premise ONLY	78
Number of outlets selling BOTH On-Premise and Off-Premise	505
Number of outlets selling Off-Premise ONLY	550

TOTAL number of licensed outlets 1133

Name Anheuser-Busch, Inc.

City & State Kansas City, Missouri

Signed by M. Q. Zelinsky Date Sept. 27, 1955

Respondent's Exhibit 204-B

(1956)

SPECIAL PRICING SURVEY—SEPTEMBER 1955**PRICE TO RETAILER**

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
Budweiser	N	3.30	—	6.98	—
Schlitz	N	3.30	—	6.98	—
Pabst	N	3.30	—	6.98	—
Miller's	N	3.30	—	7.00	—
Old Style	R	3.30	—	6.98	—
Country Club	R	2.90	25/2.65	6.58	—
Hamm's	R	3.20	—	6.98	—
Metz	L	2.50	50/2.40	6.50	50/6.30
Falstaff	L	2.50	—	6.50	—
Storz Premium	L	3.00	—	6.58	—
Storz Triumph	L	2.50	—	—	—

Number of outlets selling On-Premise ONLY

Number of outlets selling BOTH On-Premise and Off-Premise

Number of outlets selling Off-Premise ONLY

TOTAL number of licensed outlets

Name Capitol Liquors, Inc.

City & State Omaha, Nebraska

Signed by Roy C. Feltman Date 28 Sept. 1955

ROY C. FELTMAN, Pres.

Respondent's Exhibit 208-A

SPECIAL PRICING SURVEY—SEPTEMBER 1955
* * *

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
BECK'S	N	3.76		7.97	
BLUES	R	3.32		7.64	
BRITZ	N	3.76		7.97	
BUDWEISER	R	3.65		7.70	
COLE	N	3.76		7.96	
COLE LAGER	R	2.91		6.78	
COLE Hi LIFE	N	3.74		7.97	
	R	2.91		6.78	
COLE STAFF	R	3.15		7.00	
COLE	N	3.46		7.34	
COLE DIAN ACE	R			6.36	
COLE	R	3.15		7.00	

Number of outlets selling On-Premise ONLY	0
Number of outlets selling BOTH On-Premise and Off-Premise	298
Number of outlets selling Off-Premise ONLY	36
TOTAL number of licensed outlets	334

This report includes the ALBUQUERQUE AREA only

Name RICHARD DISTRIBUTING COMPANY

City & State ALBUQUERQUE, NEW MEXICO

Baldina Zanotti

Signed by BALDINA ZANOTTI, SEC. Date Sept. 27, 1955

Respondent's Exhibit 209-A

(1995)

SPECIAL PRICING SURVEY—SEPTEMBER 1955

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
BUDWEISER	N	3.60		7.60	
SCHLITZ	N	3.70		7.60	
MILLER Hi-LIFE	N	3.70		7.60	
PABST	N	3.70		7.60	
IROQUOIS	L	2.65		6.50	
SIMON PURE	L	2.65		6.50	
*STEIN	L	2.65	26 2.50	6.50	13 6.2
*PHOENIX	L	2.65		6.50	
GENESEE	R	2.65		6.50	
CARLING	R	2.50		6.20	
*BALLANTINE	R	2.89	100 2.55	6.80	Not
*UTICA CLUB	R	2.65		6.50	

*Rebate 10 to 20 cents per case to large super markets taking 200 and more at one time.

Number of outlets selling On-Premise ONLY

Number of outlets selling BOTH On-Premise and Off-Premise

Number of outlets selling Off-Premise ONLY

TOTAL number of licensed outlets

Name ANHEUSER-BUSCH, INC.

City & State Buffalo, New York

Signed by J. M. Nally, Branch Mgr.

Date 9-27-55

Respondent's Exhibit 216

74B)

SPECIAL PRICING SURVEY—SEPTEMBER 1955

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
Belweiser	N	3.70	3.60	7.68	7.48
Slitz	N	3.70	3.60	7.68	7.48
Post	N	3.70	3.56	7.68	7.38
Mers	N	3.70	3.56	7.68	7.48
Expert	R	2.88	2.88	6.84	6.84
Staefer	R	2.88	2.78	6.84	6.64
Belantine Beer	R	2.88	2.78	6.84	6.64
Sea Club	R	2.85	2.74	6.70	6.44
Harlings Beer	N	2.72	2.62	6.54	6.34
Farley's Beer & Ale	L	2.72	2.52	—	—
Dawson's Beer & Ale	L	2.73	2.53	—	—
Darragansett	L	2.72	2.62	—	—
Belantine Ale	R	3.60	3.50	7.70	7.50
Carling's Ale	N	3.40	3.30	7.70	7.50

Number of outlets selling On-Premise ONLY	1478
Number of outlets selling BOTH On-Premise and Off-Premise	none
Number of outlets selling Off-Premise ONLY	383

TOTAL number of licensed outlets	1861
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Name McLAUGHLIN & MORAN, INC.

City & State CUMBERLAND HILL, R. I.

Signed by Peter L. Hogue, Sales Mgr.

Date September 26, '55

1490

Respondent's Exhibit 220-E

(2209)

SPECIAL PRICING SURVEY—SEPTEMBER 1955**PRICE TO RETAILER**

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
BUDWEISER		\$3.55		\$7.50	
SCHLITZ		3.70		7.94	
MILLERS		3.70		7.94	
FAESTAFF	R	2.95		7.10	
JAX	R	2.95		7.10	
PEARL	L	2.85		7.10	
LONE STAR	L	2.85		7.10	

Number of outlets selling On-Premise ONLY

Number of outlets selling BOTH On-Premise and Off-Premise

Number of outlets selling Off-Premise ONLY

*TOTAL number of licensed outlets

Name BEN E. KEITH Co.

City & State DALLAS, TEXAS

Signed by Dale Edwards

Date Sept. 30, 1955

Respondent's Exhibit 226-1

.05)

SPECIAL PRICING SURVEY—SEPTEMBER 1955

PRICE TO RETAILER

BRAND NAME	CLASS	Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. Cans 8 6	
		Flat-Max.	Quan-Min.	Flat-Max.	Quan-Min.
WEISER	N	2.95		6.78	
LATZ	R	2.95	*	6.78	*
SELITZ	N	2.95	*	6.78	*
ST	N	2.94	*	6.76	*
LLER	N	2.95	* * *	6.78	*
GETELMAN	L	2.95	50 2.75	6.78	50 6.58
LEMAN	R	3.05	25 2.96	6.98	25 6.76
MM	R	2.95	25 2.82	6.78	25 6.52
BER-WAUKESHA	L	2.83	50 2.44	6.90	10 6.27
	R	1.95		5.00	
WEST BEND LITHIA	L	2.25		6.00	
BEWERY'S	R	2.61	20 2.09	6.10	
OPHY	R	2.00		5.50	
BRÄUMEISTER	L	2.65	50 2.50	6.66	50 6.36
ELWEISS	R	2.00		5.60	

There are various quantity discounts (deals)
but no specific information is available

Number of outlets selling On-Premise ONLY 200)
Number of outlets selling BOTH On-Premise and Off-Premise 2905 (3105)
Number of outlets selling Off-Premise ONLY 1213

TOTAL number of licensed outlets 4318

Name W. W. Sheinfeld

City & State Milwaukee, Wisconsin

Signed by W. W. Sheinfeld Date Sept. 29, 1955

Respondent's Exhibit 229

(2324)

RECAPITULATION OF ANHEUSER-BUSCH
BEER SALES 1941 - 1955

<i>Year</i>	<i>Barrels</i>	<i>% of Industry</i>
1941	3,089,954	5.38%
1942	3,492,343	5.41
1943	3,569,031	4.91
1944	3,692,352	4.64
1945	3,529,469	4.33
1946	3,026,413	3.83
1947	3,608,738	4.14
1948	4,042,181	4.77
1949	4,526,115	5.36
1950	4,888,732	5.90
1951	5,479,314	6.54
1952	6,034,443	7.11
1953	6,711,222	7.80
1954	5,828,760	7.00
1955	5,616,793	6.61

Respondent's Exhibit 230-A/D

-Verified by Company
 -Estimated
 -Trade Publications

SALES OF LEADING BREWERIES—REPEAL THRU 1955

(Includes all breweries whose reported 1955 sales were 1,000,000 barrels or more)

(B) <i>Anheuser- Busch</i>	(V) <i>Schlitz</i>	(V) <i>Pabst⁽¹⁾</i>	(T) <i>Ballantine</i>	(V) <i>Schaefer</i>	(V) <i>Ruppert</i>
647,511	585,000	643,274	} 2,000,000 (c)	200,000	550,812
1,093,223	946,000	979,583		400,000	1,001,594
1,135,776	1,158,000	1,108,929		450,000	1,309,498
1,376,692	1,388,000	1,516,821	927,000	600,000	1,436,686
1,830,960	1,583,000	1,728,792	1,020,000	830,000	1,500,698
2,087,185	1,613,000	1,592,987	1,163,000	1,035,000	1,386,931
2,305,984	1,648,000	1,579,948	1,280,000	1,305,022	1,317,594
2,462,209	1,568,000	1,624,150	1,322,346	1,390,200	1,244,260
3,089,954	1,990,000	2,073,655	1,626,222	1,678,446	1,345,935
3,192,343	2,721,000	2,438,759	1,886,920	1,707,353	1,425,798
3,569,031	3,160,000	2,658,356	2,234,065	1,777,000	1,611,870
3,692,352	3,221,000	2,891,447	2,200,000	1,931,179	1,785,249
3,529,469	3,044,000	2,981,806	2,810,000	2,250,000	1,885,000
3,026,413	2,639,000	3,046,236	2,662,000	2,150,000	1,785,000
3,608,738	4,067,000	3,731,585	3,726,000	2,300,000	1,943,535
4,042,181	4,753,000	4,100,000	4,140,000	2,250,000	1,637,932
4,526,115	4,672,879	4,048,000	4,514,000	1,927,000	1,174,000
4,888,732	5,096,840	3,775,000	4,375,000	2,772,000	1,150,000
5,479,314	5,713,000	4,450,000	4,065,544	2,600,000	1,525,000
6,034,443	6,347,295	4,625,000	4,038,000	2,400,000	1,800,036
6,711,222	5,250,000	4,100,000	3,882,000	2,600,000	2,004,975
5,828,760	5,332,816	3,422,262	3,712,835	2,550,000	1,768,861
5,616,793	5,780,000	3,550,000	3,953,426	2,750,000	1,630,677

⁽¹⁾ Includes Los Angeles

Respondent's Exhibit 230

(2326)

<i>Year</i>	(T) <i>Liebman</i>	(V) <i>Falstaff</i>	(V) <i>Miller</i>	(V) <i>Blatz</i>	(V) <i>Humm</i>	(V) <i>Schmidt</i>
1933	1,000,000 (c)	151,114	256,043	321,911	362,344	10,935
1934		281,227	400,536	401,638	481,150	20,456
1935		374,191	506,248	504,378	463,783	36,205
1936	475,000	528,389	696,813	767,919	536,626	456,600
1937	625,000	690,291	662,670	730,900	643,838	489,420
1938	582,000	621,941	586,780	648,000	683,774	473,125
1939	640,410	622,415	534,670	678,100	700,896	560,460
1940	681,128	684,693	513,503	561,380	600,929	588,880
1941	774,261	1,028,569	608,497	577,855	653,044	611,170
1942	979,113	1,229,197	694,154	701,493	674,533	697,905
1943	1,171,858	1,226,266	707,303	912,000	734,687	731,180
1944	1,275,000	1,254,886	731,470	1,032,353	815,504	784,700
1945	1,325,000	1,337,761	719,698	1,093,000	825,905	792,385
1946	1,300,000	1,148,981	635,035	1,210,000	800,262	580,890
1947	2,100,000	1,651,203	846,446	1,491,205	1,112,928	960,690
1948	2,110,000	2,503,645	910,706	1,375,801	1,123,819	1,090,358
1949	1,875,000	2,474,043	1,329,691	1,625,320	1,037,057	1,139,164
1950	2,565,522	2,286,707	2,105,706	1,761,892	1,052,984	1,068,180
1951	2,800,000	2,294,882	2,612,531	1,789,905	1,149,321	1,115,730
1952	2,900,000	2,276,663	3,042,812	1,665,235	1,380,034	1,212,660
1953	3,100,000	2,911,393	2,138,484	1,064,467	1,685,795	1,573,830
1954	3,000,000	3,289,906	2,101,398	970,632	2,249,491	1,956,270
1955	3,200,000	3,652,821	2,190,858	931,000	3,071,847	1,956,700

* C. Schmidt for 1954 includes sales of Adam Scheidt Brewing Co.—398,112 (Valley Forge).

C. Schmidt for 1955 includes sales of Adam Scheidt Brewing Co.—321,586 (Valley Forge).

Respondent's Exhibit 230

(27)

	(V)	(V)	(V)	(V)	(T)	(V)
	<i>Pfeiffer</i> ⁽²⁾	<i>Goebel</i>	<i>Stroh</i>	<i>Lucky Lager</i>	<i>Piel</i>	<i>Carling</i> ⁽⁴⁾
3	—0—	—0—	102,000	—0—	} 1,030,000 (c)	—0—
4	182,728	174,549	424,000	49,101		28,907
5	390,948	364,674	582,000	145,862		72,233
6	261,397	306,545	735,000	260,370		189,490
7	300,904	268,729	725,000	281,133	320,000	388,536
8	380,000	223,038	560,000	252,877	300,000	354,938
9	391,000	272,348	536,447	238,913	305,000	398,827
10	385,000	334,277	497,207	224,249	289,637	351,405
11	427,731	444,361	619,968	294,682	301,545	457,804
12	493,788	472,098	621,358	459,570	341,235	615,263
13	516,763	541,265	582,068	560,111	415,756	719,646
14	537,000	596,855	632,000	579,488	479,000	855,942
15	545,000	638,755	649,000	610,254	522,000	962,594
16	512,000	635,003	543,000	569,520	468,000	730,952
17	779,998	894,232	877,000	670,894	560,000	692,290
18	1,093,664	1,022,274	821,694	693,772	650,000	463,727
19	1,459,617	1,140,295	596,266	857,118	610,000	345,121
20	1,618,077	1,258,333	513,520	1,096,040	767,000	500,952
21	1,574,919	1,426,533	635,920	1,241,515	1,100,000	669,263
22	1,529,631	1,465,427	822,065	1,475,177	1,200,000	893,439
23	1,465,103	1,578,805	1,145,044	1,739,924	1,375,000	1,095,122
24	1,065,704	1,360,731	1,450,190	1,774,686	1,395,000	1,459,122**
25	1,208,200	1,116,410	2,153,098	1,823,540	1,380,000	2,654,619

² Started Business May 1934⁴ Carlings Started Business June 1934^{**} Carlings for 1954 includes Belleville, Illinois, and St. Louis, Missouri, plants for last 2 months of year.

Respondent's Exhibit 230

(2328)

<i>Year</i>	(V) <i>Dreary</i> ⁽³⁾	(V) <i>San Francisco</i>	(T) <i>Coors</i>	(T) <i>Jackson</i>	(T) <i>National</i>	(T) <i>Pea</i>
1933	—0—	73,444				
1934	—0—	91,698				
1935	—0—	97,895				
1936	17,057	131,741				
1937	132,568	120,609		335,000		
1938	130,000	89,000	105,000	315,000	125,000	150,000
1939	195,000	105,000	110,000	340,000	150,000	199,000
1940	255,000	143,000	115,000	350,000		240,000
1941	315,000	162,000	140,000	410,000		294,000
1942	290,000	177,000	239,000	440,000		357,000
1943	330,000	235,000	256,000	475,000	300,000	435,000
1944	312,000	264,000	288,000	425,000	344,000	393,000
1945	335,000	269,000	316,000	451,000	300,000	404,000
1946	331,000	243,000	284,000	390,000	331,000	358,000
1947	533,140	363,000	400,000	485,000	300,000	416,000
1948	494,285	453,000	470,000	478,000	450,000	435,820
1949	601,000	496,000	605,000	600,000	519,000	413,000
1950	730,145	623,426	666,850	705,000	551,000	529,000
1951	838,273	837,750	660,000	697,000	705,000	606,800
1952	1,222,162	996,418	757,149	767,000	775,000	667,780
1953	1,420,195	1,017,997	812,000	934,000	850,000	770,100
1954	1,373,713	1,036,300	921,000	1,006,193	1,200,000	835,800
1955	1,425,465	1,069,661	1,041,000	1,008,500	1,286,102	863,540

⁽³⁾ Started Business 10-1-1936

Respondent's Exhibit 231-A/B

ST. LOUIS and ST. LOUIS COUNTY — PACKAGE BEER BY BREWER

ANHEUSER-BUSCH INC			F A L S T A F F			GRIESEDIECK BROS.			GRIESEDIECK WESTERN			COLUMBIA		
<i>Statistical Cases</i>	<i>Share of Total</i>	<i>% Change Previous Year</i>	<i>Statistical Cases</i>	<i>Share of Total</i>	<i>% Change Previous Year</i>	<i>Statistical Cases</i>	<i>Share of Total</i>	<i>% Change Previous Year</i>	<i>Statistical Cases</i>	<i>Share of Total</i>	<i>% Change Previous Year</i>	<i>Statistical Cases</i>	<i>Share of Total</i>	<i>% Change Previous Year</i>
274,313	33.2	+ 155.9	250,185	30.2	— 0.2	44,140	5.3	— 55.6	223,736	27.0	— 18.1			
497,598	39.3	+ 309.1	369,373	29.1	+ 32.0	60,354	4.8	— 43.7	293,226	23.1	+ .5			
193,473	24.5	+ 48.1	233,447	29.5	— 25.3	68,314	8.6	— 44.7	206,696	26.1	— 38.9			
182,651	19.5	+ 10.1	351,055	37.5	+ .6	67,932	7.3	— 52.3	271,067	28.9	— 23.0			
217,584	19.0	+ 31.5	431,846	37.7	+ 24.6	84,108	7.3	— 39.0	332,132	29.0	— 4.3			
257,641	21.0	— 19.5	461,963	37.7	+ 10.1	89,437	7.3	— 43.4	340,930	27.8	— 17.7			
283,564	21.9	— 47.8	408,260	38.4	+ 34.0	87,713	6.8	— 27.0	348,354	26.8	+ 13.4			
266,729	19.8	— 44.0	529,218	39.3	+ 59.0	94,746	7.0	— 6.8	362,833	27.0	+ 29.2			
233,420	20.0	— 49.0	472,019	40.5	+ 44.4	78,320	6.7	— 18.6	309,354	26.6	+ 18.9			
172,962	19.0	— 53.9	380,130	41.7	+ 28.8	60,488	6.6	— 25.9	242,325	26.6	+ 2.6			
183,692	19.1	— 45.2	401,112	41.8	+ 38.8	62,782	6.6	— 27.6	251,380	26.2	+ 12.0			
219,220	20.7	— 48.0	442,964	41.7	+ 36.3	69,068	6.5	— 20.8	271,543	25.6	+ 13.3			
298,962	23.0	— 17.6	4821,572	37.3	+ 23.7	867,402	6.7	— 35.4	3,453,576	26.7	— 3.1			
107,283	14.0	+ 25.1	250,712	32.7	+ 16.6	99,493	13.0	— 14.7	273,193	35.7	— 12.3			
121,620	14.5	+ 36.8	279,800	33.4	+ 27.0	107,151	12.8	— 12.7	291,829	34.9	— 11.6			
130,663	13.8	+ 31.3	312,598	32.9	+ 24.0	123,552	13.0	— 10.3	338,061	35.6	— 10.3			
165,853	15.6	+ 41.3	349,016	32.6	+ 27.8	142,410	13.3	— 1.3	352,193	32.9	— 10.5			
165,526	15.5	+ 16.5	346,504	32.3	+ 9.1	137,814	12.9	— 16.2	347,192	32.4	— 22.6			
320,127	22.6	+ 86.0	419,739	29.6	+ 4.5	158,098	11.2	— 21.9	414,170	29.2	— 28.9			
542,779	37.6	+ 206.7	371,790	25.7	— 8.2	120,201	8.3	— 46.2	307,126	21.3	— 47.1			
475,897	37.3	+ 19.9	332,896	26.1	— 9.7	101,682	8.0	— 32.7	280,749	22.0	— 32.3			
457,966	37.5	+ 199.6	326,809	26.8	— 9.4	96,171	7.9	— 39.4	260,146	21.3	— 40.3			
374,994	35.7	+ 163.2	295,031	28.1	— 12.0	81,672	7.8	— 42.8	236,158	22.5	— 36.7			
335,326	34.1	+ 196.7	289,066	29.4	— 0.3	86,667	8.8	— 30.5	224,497	22.9	— 29.7			
421,575	38.1	+ 194.3	324,994	29.4	— 7.2	87,256	7.9	— 39.8	239,697	21.7	— 37.7			
3,619,609	27.4	+ 126.5	3,899,015	29.6	+ 3.9	1,342,167	10.2	— 26.8	3,565,011	27.0	— 28.0			

KAGE BEER BY BREWERS

COLUMBIA			HYDE PARK			ALL OTHERS			TOTAL		
Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year	Statistical Cases	Share of Total	% Change Previous Year
						35,209	4.3	— 0.6	827,783	100%	+ 8.1
						47,324	3.7	+ 28.7	1,267,875	100%	+ 51.4
						88,974	11.3	+ 99.8	790,909	100%	— 16.7
						63,753	6.8	+ 5.9	936,458	100%	— 12.5
						80,569	7.0	+ 9.3	1,146,239	100%	+ 7.0
						76,762	6.2	— 26.9	1,226,733	100%	— 13.4
						79,160	6.1	— 21.4	1,297,051	100%	— 10.1
						93,061	6.9	+ 8.3	1,346,587	100%	+ 5.4
						72,282	6.2	— 9.0	1,115,395	100%	— 4.5
						55,189	6.1	— 11.9	911,094	100%	— 13.3
						60,159	6.3	+ 29.5	959,035	100%	— 2.3
						58,693	5.5	+ 80.8	1,061,488	100%	— 4.0
						811,135	6.3	+ 6.3	12,936,647	100%	— 1.9
						35,407	4.6	+ 12.5	766,088	100%	+ 0.8
						36,765	4.4	+ 20.1	837,225	100%	+ 5.6
						44,535	4.7	+ 19.6	949,409	100%	+ 5.1
						60,183	5.6	+ 41.4	1,069,655	100%	+ 10.2
						73,729	6.9	+ 103.4	1,070,765	100%	— 3.5
						105,050	7.4	+ 92.6	1,417,184	100%	+ 0.3
						100,677	7.1	+ 107.4	1,442,573	100%	+ 0.5
						85,897	6.6	+ 0.2	1,277,121	100%	+ 10.2
						79,409	6.5	— 1.8	1,220,501	100%	+ 3.8
						62,612	5.9	— 15.6	1,050,467	100%	— 1.6
						46,412	4.8	+ 22.0	981,968	100%	+ 11.0
						32,468	2.9	— 33.2	1,105,990	100%	+ 3.2
						763,144	5.8	+ 25.4	13,188,946	100%	+ 3.5

COLUMBIA			HYDE PARK			ALL OTHERS			TOTAL		
<i>Statistical</i>	<i>Share</i>	<i>%</i>	<i>Statistical</i>	<i>Share</i>	<i>%</i>	<i>Statistical</i>	<i>Share</i>	<i>%</i>	<i>Statistical</i>	<i>Share</i>	<i>%</i>
<i>Cases</i>	<i>of</i>	<i>Change</i>	<i>Cases</i>	<i>of</i>	<i>Change</i>	<i>Cases</i>	<i>of</i>	<i>Change</i>	<i>Cases</i>	<i>of</i>	<i>Change</i>
<i>Total</i>	<i>Previous</i>	<i>Year</i>	<i>Total</i>	<i>Previous</i>	<i>Year</i>	<i>Total</i>	<i>Total</i>	<i>Year</i>	<i>Total</i>	<i>Total</i>	<i>Year</i>
						31,484	4.1	— 1.4	760,253	100%	— 23.5
						30,624	3.9	+ 18.2	792,673	100%	+ 17.0
						37,223	4.1	+ 34.6	903,537	100%	+ 20.9
						42,559	4.4	+ 8.5	970,898	100%	— 3.8
						36,257	3.3	— 10.4	1,109,238	100%	+ 2.9
						54,531	3.9	+ 12.3	1,413,595	100%	+ 11.7
						48,535	3.4	+ 12.2	1,435,638	100%	+ 8.0
						85,749	7.4	+ 126.3	1,158,929	100%	+ 1.2
						80,862	6.9	+ 196.1	1,175,590	100%	+ 15.7
						74,163	6.9	+ 109.7	1,067,860	100%	+ 8.4
						38,047	4.3	+ 64.4	884,948	100%	+ 3.9
						48,606	4.5	+ 38.8	1,071,402	100%	+ 5.1
						608,640	4.8	+ 45.9	12,744,651	100%	+ 5.1
						45,065	5.8	+ 16.1	780,271	100%	— 5.7
						48,490	5.9	+ 2.5	825,411	100%	— 34.9

for

Respondent's Exhibit 232

(2331)

St. Louis and St. Louis County Package Beer

versus Company Total

1944 thru 1955

	<i>Total Company Barrels</i>	<i>St. Louis & St. Louis County Package Beer Bbl. Equiv.</i>	<i>% to Total Company</i>
FALSTAFF			
1944	1,254,886	95,559	7.61
1945	1,337,761	85,866	6.42
1946	1,148,981	116,204	10.11
1947	1,651,203	193,858	11.74
1948	2,303,645	273,077	11.85
1949	2,474,043	258,462	10.45
1950	2,286,707	230,336	10.07
1951	2,294,882	210,653	9.18
1952	2,276,663	231,625	10.17
1953	2,911,393	270,456	9.29
1954	3,289,906	284,647	8.65
1955	3,652,821	351,996	9.64
GRIESEDIECK BROTHERS			
1944	426,000	111,755	26.23
1945	461,000	102,103	22.15
1946	413,000	133,393	32.30
1947	618,000	157,590	25.50
1948	534,000	114,412	21.43
1949	694,000	138,289	19.93
1950	810,000	162,037	20.00
1951	817,000	151,612	18.56
1952	825,000	154,530	18.73
1953	776,932	133,832	17.23
1954	643,000	99,469	15.47
1955	461,431	64,559	13.99

Respondent's Exhibit 232

**St. Louis and St. Louis County Package Beer
versus Company Total
1944 thru 1955**

GRIESEDIECK-WESTERN (Including Hyde Park before and after
purchase 11/20/48 and Carling Belle-
ville, Ill. and St. Louis effective Nov.
1954)

	<i>Total Company Barrels</i>	<i>St. Louis & St. Louis County Package Beer Bbl. Equiv.</i>	<i>% to Total Company</i>
1944	752,000	177,879	23.65
1945	789,000	168,174	21.31
1946	766,000	208,008	27.16
1947	1,154,000	320,396	27.76
1948	1,320,000	417,873	31.66
1949	1,385,000	433,082	31.27
1950	1,442,167	420,679	29.17
1951	1,428,429	419,700	29.38
1952	1,052,890	386,876	36.74
1953	1,086,028	364,855	33.60
1954	923,892	259,907	28.13
1955		256,728	

(609)

GRIESEDIECK-WESTERN-STAG BEER

1944	325,000	75,330	23.18
1945	350,000	61,858	17.67
1946	377,000	80,441	21.34
1947	610,000	170,176	27.90
1948	1,026,000	326,408	31.81
1949		384,617	
1950		396,071	
1951		361,163	
1952		368,334	
1953		359,959	
1954		258,936	

Respondent's Exhibit 232

St. Louis and St. Louis County Package Beer
versus Company Total
1944 thru 1955

HYDE PARK PLANT (Purchased by Griesedieck-Western
 11/20/48)

	<i>Total Company Barrels</i>	<i>St. Louis & St. Louis County Package Beer Bbl. Equip.</i>	<i>% to Total Company</i>
1944	427,000	102,549	24.02
1945	439,000	106,316	24.22
1946	389,000	127,567	32.79
1947	544,000	150,220	27.61
1948	294,000	91,465	31.11
1949		48,465	
1950		24,608	
1951		58,537	
1952		18,542	
1953		4,896	
1954		971	

Excerpts From Respondent's Exhibit 233

(2332)

F A L S T A F F**A N N U A L R E P O R T****1 9 5 5****FALSTAFF BREWING CORPORATION**

(2334)

. . .

ANNUAL LETTER TO THE STOCKHOLDERS

For the first time in Falstaff's history, gross sales passed the \$100,000,000 mark in 1955, reflecting nearly 100 per cent increase over dollar sales of five years ago. This continued growth has resulted in Falstaff attaining fourth place in total sales among the nation's breweries.

Gross sales in 1955 amounted to \$109,941,809, of which \$32,898,767 went for federal excise tax of \$9.00 per barrel, leaving net sales of \$77,043,042. Net sales were 14 per cent higher than the comparable figure of \$67,820,685 achieved in 1954.

Earnings before income taxes were \$9,077,832, as compared to \$6,787,156 in 1954. After provision for income

Excerpts From Respondent's Exhibit 233

taxes of \$4,716,500, net earnings were \$4,361,332 as compared with \$3,025,468 the preceding year.

With 1,922,516 shares of common stock outstanding at the end of the year, earnings per share amounted to \$2.27, compared with \$1.55 in 1954. Dividends of \$1.00 per share of common stock were paid during the year.

* * *

(2335)

• • •

Your management's outlook for the company remains optimistic, as reported last year, and is strengthened in view of 1955 operations. The company expects to surpass its record sales of 1955 and has set a goal of 4,000,000 barrels for the current year. The great depth of sales in our present markets, the sales-fertile territories that adjoin these markets and the will to grow that has characterized the Falstaff family of employees and distributors give your management no doubts as regards the future of Falstaff.

* * *

FOR THE BOARD OF DIRECTORS:

/s/ Alvin Griesedieck
Chairman of the Board

/s/ Joseph Griesedieck
President

March 9, 1956

Excerpts From Respondent's Exhibit 233

(2336)

THE YEAR IN REVIEW

For Falstaff 1955 was a year of continued growth and progress. Although no new plant properties were acquired and the market area was only slightly increased, sales reached an all-time high of 3,652,821 barrels, an increase of 11 per cent over the company record established the preceding year.

These 3,652,821 barrels produced gross sales of \$109,941,809 and, after deduction of federal excise tax, net sales of \$77,043,042. The following table indicates the continuing growth in net sales by quarters for the past three years.

NET SALES BY QUARTERS

	1955	1954	1953
First	\$15,341,027	\$13,440,272	\$ 9,984,046
Second	21,616,585	18,987,763	16,381,445
Third	22,864,063	19,984,325	18,341,476
Fourth	17,221,367	15,408,325	14,277,663
Total	\$77,043,042	\$67,820,685	\$58,984,630

• • •

PLANT PROPERTY

In keeping with previously announced plans, new and more efficient equipment was installed at the Fort Wayne plant, and other Falstaff plants were further modernized

Excerpts From Respondent's Exhibit 233

in an effort to increase efficiency and keep capacity ahead of the increasing demand. In spite of these efforts, however, it became necessary during peak sales months to ration supplies to distributors in some areas.

If the demand for America's Premium Quality Beer grows in 1956 as anticipated, Falstaff's six plants will be hard pressed to supply the demand of peak sales seasons, even in light of additional capacity increases now being undertaken.

SALES

Falstaff's present sales area, covering all or part of only 28 states, contains about one-third of the population of the United States which buys about 29 per cent of the nation's beer. The map on Pages Eight and Nine shows the large area not included in Falstaff's present marketing territory. This area, in which 71 per cent of the nation's beer is sold, represents a tremendous growth potential for the future.

In 1955 Falstaff was marketed through 435 privately-owned distributorships and eight company-owned branches. One of the company's basic principles is that the distributor (2338) must be successful before the company can succeed. In keeping with this principle, Falstaff directed a larger amount of effort in 1955 toward aiding distributors, particularly in the area of sales training. Quarterly sales training programs for every distributor's personnel made up the majority of more than 1,800 sales training sessions conducted by the company last year.

The only major marketing area opened by the company in 1955 was the state of North Dakota where sales operations began during the summer. This fact is significant in view of the company's sales increases as it shows that

Excerpts From Respondent's Exhibit 233

growth in 1955, for the most part, resulted from a more intense saturation of already-existent markets. Against all competition, Falstaff sales amounted to 15 per cent of the total potential of its marketing area, as compared to 13 per cent of its potential in 1954.

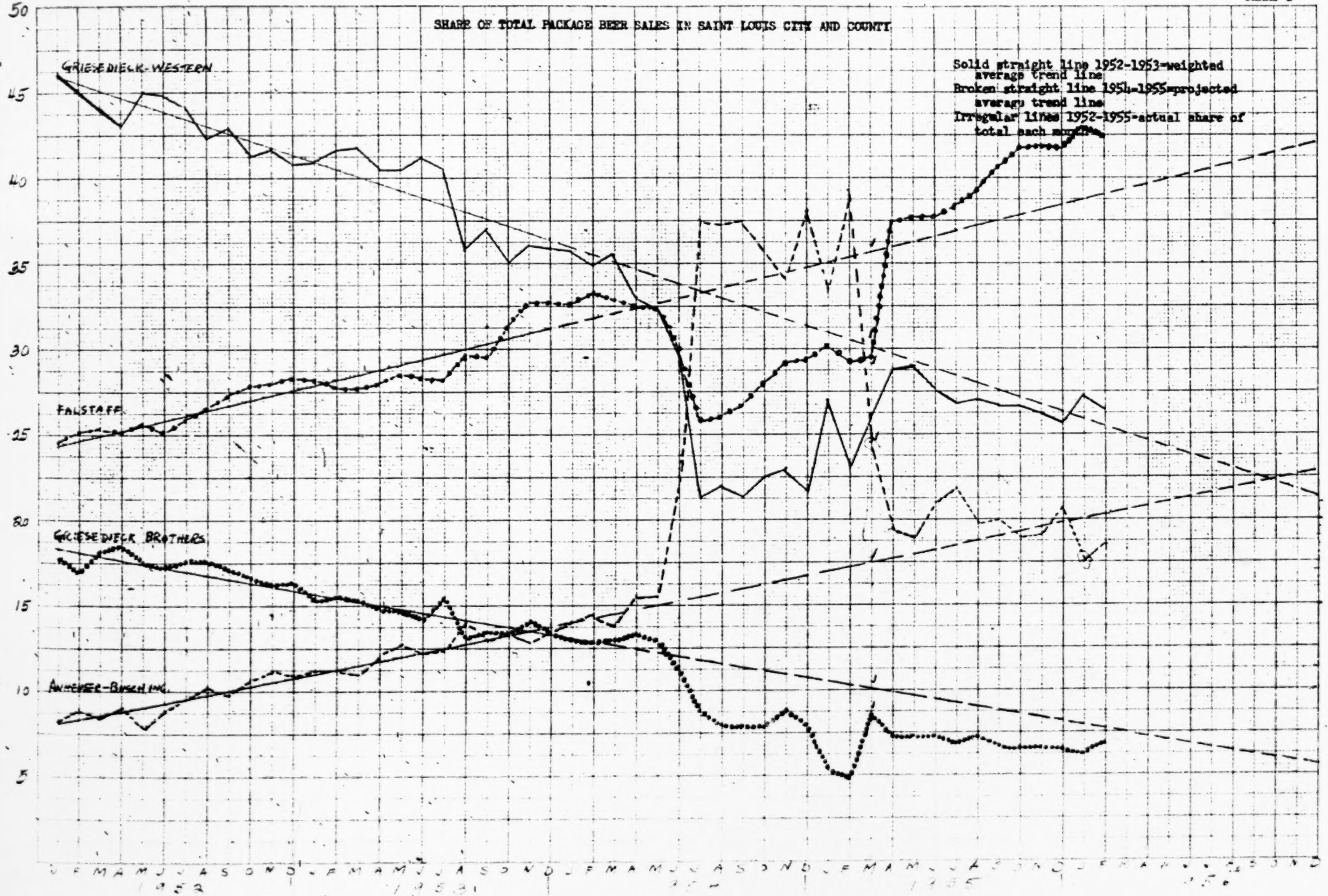
ADVERTISING

Quality advertising continued in 1955 as another primary factor in the company's sales success. All media were used to advantage with emphasis on television, outdoor advertising, and point-of-sale material. On television, baseball's Game-of-the-Week, featuring Dizzy Dean and Buddy Blattner, led the parade. New audiences were reached through the company's new TV series, *Celebrity Playhouse*, which features top Hollywood talent in an assortment of drama, comedy and western entertainment. Rod Cameron, as star of the Falstaff-sponsored *City Detective*, continued to be a favorite of the nation's viewers. (2339)

Heavy use of outdoor advertising—spectaculars, painted bulletins and 24-sheet billboards—made Falstaff the sixteenth largest user of this medium in the United States. Eye-appealing point-of-sale material stressed top quality and permanence and featured Falstaff's three-dimensional gold shield.

(2342)

Recognition of Falstaff's rise as a major force in the brewing industry continued in 1955, as articles in nationally-distributed periodicals cited the company's past achievements and outlook for future growth.



BEFORE FEDERAL TRADE COMMISSION

Docket No. 6331

IN THE MATTER OF ANHEUSER-BUSCH, INC., A CORPORATION

*Proposed findings, conclusions, proposed order, and memorandum of law before the hearing examiner**To Hearing Examiner Frank Hier:*

Pursuant to Rule 3.19 of the Rules of Practice of the Federal Trade Commission, Francis C. Mayer and Philip R. Melangton, Jr., attorneys supporting the complaint in the above entitled proceeding, submit to the Hearing Examiner their proposed findings, conclusions, proposed order and memorandum of law herein together with the reasons therefore, as hereinafter set forth:

* * * * *

1509 Another pertinent factor in the determination by Anheuser-Busch to lower the price of Budweiser, was its keen competitive awareness of the steady increase in sales of the Falstaff Brewing Company in St. Louis and St. Louis County as well as in all other areas in which Falstaff was offered for sale. Respondent's own sales statistics reflect the steady and significant increase in sales of Falstaff in St. Louis and St. Louis County prior to January of 1954.^{*} No objective analysis of this record as a whole can fail to disclose the concern manifested by Anheuser-Busch regarding the increasing sales of the Falstaff Brewing Company. Almost every statement by company representatives as witnesses together with statements of counsel concerning individual competitors of Anheuser-Busch was directed toward the sales increases of the Falstaff Brewing Company. Respondent's sales statistics disclose that, without any major market disturbances, Falstaff would have become the leading seller on a volume basis in St. Louis and St. Louis County shortly after January 1, 1954.

* * * * *

1510 We must remember that in this instance, the St. Louis competitors while firmly entrenched in that area, were

^{*} RX. 18.

able to maintain a fairly constant sales level in all the other areas in which Anheuser-Busch did not resort to price discriminations.

1511 It is quite clear that the increased sales of Anheuser-Busch in the St. Louis area allowed the respondent to operate profitably within that area, and at the same time receive the benefits of its continued premium prices in other areas.

1512 Before the Federal Trade Commission

FALSTAFF BREWING CORPORATION

ANNUAL REPORT FOR THE YEAR ENDING DECEMBER 31, 1954

1513 *Statement of consolidated income for the years ended December 31, 1954 and 1953*

	Year ended December 31	
	1954	1953
Sales.....	\$97,406,570	\$85,237,723
Less Federal revenue stamps.....	29,645,885	26,253,099
Net sales.....	67,820,685	58,984,620
Cost of goods sold.....	43,328,986	38,159,810
Gross profit.....	24,491,699	20,825,810
Selling and delivery expenses.....	14,575,236	11,577,704
Administrative and general expenses.....	2,429,991	2,106,538
Total.....	17,005,227	13,684,242
Profit from operations.....	7,486,472	7,140,791
Other income.....	224,398	213,811
Gross income.....	7,710,870	7,354,602
Income charges:		
Interest expense.....	226,912	139,441
Other.....	606,732	378,479
Total.....	923,644	517,920
Income before provision for income taxes.....	6,787,156	6,836,672
Provision for income taxes.....	3,761,688	3,556,177
Net income for the year.....	3,025,468	3,280,495

The notes to financial statements should be considered in connection with this statement

NOTES TO FINANCIAL STATEMENTS

1. Under the agreement relating to the note payable, consolidated earned surplus is restricted as to payment of cash dividends or the acquisition of the Company's capital stock, and such dividends and purchases of capital stock are restricted to amounts which will not reduce the consolidated net working capital below \$4,000,000. Under such restrictions the maximum amount of consolidated earned surplus available at December 31, 1954 for cash dividends and purchases of the Company's capital stock is \$2,461,108.

2. The provisions for depreciation of property and amortization of leasehold improvements amounted to \$2,067,804 in 1954 and \$1,716,851 in 1953. The Company and its subsidiary adopted, for accounting and tax purposes, the "declining balance" method of computing the provisions for depreciation and amortization with respect to additions to plant and equipment after January, 1954. As a result of this change in method the provisions for depreciation and amortization in 1954 are approximately \$211,000 in excess of the amounts that would have been provided under the straight line method.

3. The financial statements include the operation of Falstaff Brewing Corporation (Indiana), a wholly-owned subsidiary company, since March 11, 1954, date of incorporation.

1514 Statement of consolidated surplus for the years ended December 31, 1954 and 1953

Paid-in surplus	Year ended Dec. 31	
	1954	1953
Balance at beginning of year.....	\$4,764,753	\$4,746,595
Add: Difference between par value and cost of 4,270 shares in 1954 and 3,084 shares in 1953 of 4½% cumulative preferred stock purchased....	5,677	18,158
Balance at end of year.....	4,770,430	4,764,753
<i>Earned surplus</i>		
Balance at beginning of year.....	12,474,014	11,300,919
Net income for the year.....	3,036,408	2,282,372
Total.....	15,409,482	14,483,291
Deduct—Cash dividends paid or declared on capital stocks:		
4½% cumulative preferred.....	39,437	88,761
Common.....	1,922,516	1,922,516
Total.....	1,961,953	2,009,277
Balance at end of year.....	13,537,529	12,474,014

The notes to financial statements should be considered in connection with this statement.

Respondent's exhibit No. 46

GRIESEDieCK WESTERN BREWERY COMPANY

PROFIT AND LOSS STATEMENT FOR THE YEAR ENDED DECEMBER 31, 1951

AND

GRIESEDieCK WESTERN BREWERY COMPANY

AND

STAG BEER CORPORATION

CONSOLIDATED PROFIT AND LOSS STATEMENT FOR THE TWO YEARS AND EIGHT MONTHS ENDED AUGUST 31, 1954

	Eight months ended August 31, 1954 (unaudited)
Net sales.....	\$19,399,354.34
Cost of goods sold:	
Cost of manufacture.....	8,813,384.27
Federal revenue stamps.....	5,932,723.57
	14,746,107.84
Gross profit.....	4,653,246.50
Selling and delivery expenses:	
Selling and delivery expenses.....	3,069,214.14
State revenue stamps.....	585,206.42
	3,654,420.56
Selling profit.....	998,825.94
Administration and general expenses.....	294,233.52
Profits from operations.....	704,592.42
Other income.....	79,387.28
Gross income.....	783,979.70
Income deductions—miscellaneous.....	2,045.78
Income—before taxes based on income.....	781,933.92
Federal and Missouri State income taxes.....	468,972.27
Net profit for period.....	312,961.65
Earnings per share of common stock outstanding—after provision for preferred stock dividends.....	0.42

1516

Respondent's exhibit No. 202-K

Before the Federal Trade Commission
Special Pricing Survey—September 1955

Brand name	Class	Price to retailer				Percent of distribution Aug.	
		Per case 24-12 oz. returnable bottles less deposit		Per case 48-12 oz. cans 8/6			
		Flat—Max.	Quan.—Min.	Flat—Max.	Quan.—Min.	91	Off
Budweiser.....	N	2.30	Same	6.68	Same	91	95
Pabst.....	N	2.80	Same	6.68	Same	-----	-----
Schlitz.....	N	2.80	Same	6.68	Same	-----	-----
Falstaff.....	R	2.30	Same	6.28	Same	91	95
Stag.....	L	2.30	Same	6.28	Same	91	95
G.B.....	L	2.30	Same	6.28	Same	91	95

Federal Trade Commission Docket No. 6331 Respondent's
Exhibit No. 202-K

	Budweiser versus regional brands	Budweiser versus local brands
Number of on-premise outlets where there is <i>no difference</i> in over-the-bar price for 12 oz. containers of.....	50	50
Number of on-premise outlets where the <i>difference is 5¢</i> in over-the-bar price for 12 oz. containers of.....	2,700	2,700
Number of on-premise outlets where the <i>difference is 10¢</i> in over-the-bar price for 12 oz. containers of.....	-----	-----

Number of outlets selling On-Premise ONLY	3,130
Number of outlets selling BOTH On-Premise and Off-Premise.....	-----
Number of outlets selling Off-Premise ONLY	1,339
Total number of licensed outlets.....	4,469

Name: City Sales Dept. Anheuser-Busch, Inc.

City and State: St. Louis, Missouri

Signed by (name illegible)

Date 10/3/55

1517 Before the Federal Trade Commission

Docket No. 6331

IN THE MATTER OF ANHEUSER-BUSCH, INC., A CORPORATION

v.

FEDERAL TRADE COMMISSION

Room 532,
FEDERAL TRADE COMMISSION BLDG.,
WASHINGTON, D.C.

Transcript of hearing, Thursday, June 20, 1957

Met, pursuant to notice, at 2:00 p.m.

Before JOHN W. GWYNNE, Chairman; ROBERT L. SECREST,
Member; Edward T. Tait, Member

Appearances: Edgar Barton, Esq., of White and Case, New
York City; Harold F. Baker, Esq., Washington, D.C., and
Edward Wolfe, Esq., Attorneys for the Respondent; Francis
C. Mayer, Esq., Attorney for the Federal Trade Commission.

* * * * *

1518

Colloquy

Commissioner TAIT. I have one question, Mr. Mayer: There is some confusion in my mind on this point. Do you claim that any injury to competition has occurred as a result of the January price decrease?

Mr. MAYER. No, sir; we did not. We consider the two price reductions to be the price discrimination.

Commissioner TAIT. You look at them as one overall picture.

Mr. MAYER. Yes, sir.

Commissioner SECREST. In other words, that was the increase they made to absorb the increases of the labor contract; when their competitors did not do that—they merely went back to where they were before?

Mr. MAYER. Not quite, sir. In St. Louis, you see. Budweiser never did increase its prices. The St. Louis area price didn't reflect the increased costs.

* * * * *

1519 In the United States Court of Appeals for the
Seventh Circuit

No. 12284, September Term, 1958, April Session, 1959

ANHEUSER-BUSCH, INC., A MISSOURI CORPORATION, PETITIONER

v.

FEDERAL TRADE COMMISSION, RESPONDENT

PETITION TO REVIEW AND SET ASIDE ORDER AND DECISION OF THE
FEDERAL TRADE COMMISSION

Opinion

April 13, 1959

Before DUFFY, Chief Judge, and SCHNACKENBERG and KNOCH,
Circuit Judges

SCHNACKENBERG, Circuit Judge. By its petition, Anheuser-Busch, Inc., a Missouri corporation, herein referred to as AB, asks us to review and set aside a cease and desist order issued on September 10, 1957 by the Federal Trade Commission, based upon a complaint charging AB with a violation of section 2(a) of the Clayton Act as amended by the Robinson-Patman Act.¹ 15 U.S.C.A. § 13(a).

¹ "It shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities of like grade and quality, where either or any of the purchases involved in such discrimination are in commerce, where such commodities are sold for use, consumption, or resale within the United States or any Territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, and where the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination, or with customers of either of them: Provided, That nothing contained in sections 12, 13, 14-21, and 22-27 of this title shall prevent differentials which make only due allowance for differences in the cost of manufacture, sale, or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered: Provided, however, That the Federal Trade Commission may, after due investigation and hearing to all interested parties, fix and establish quantity limits, and revise the same as it finds necessary, as to particular commodities or classes of

1520 In its brief, the Commission states that AB was charged in the complaint with territorial price discrimination. The complaint alleged two price reductions on its beer products made by AB to retailers in the St. Louis, Missouri area during 1954, resulting in substantially lower prices to its customers there than to its customers located elsewhere in the United States. AB's answer consisted in part of a denial and contained an affirmative defense that the reductions were made in good faith to meet the equally low prices of competitors. See section 2(b) of the Clayton Act, amended as aforesaid, 15 U.S.C.A. § 13(b).²

Following hearings before an examiner, he entered an initial decision, in which he made findings of fact and concluded that AB had violated section 2(a) as charged, and entered a
1521 provisional order. The Commission issued its final order now before us, adopting the findings and conclusions of the examiner,³ and filed its opinion.

commodities, where it finds that available purchasers in greater quantities are so few as to render differentials on account thereof unjustly discriminatory or promotive of monopoly in any line of commerce; and the foregoing shall then not be construed to permit differentials based on differences in quantities greater than those so fixed and established: And provided further, That nothing contained in sections 12, 13, 14-21, and 22-27 of this title shall prevent persons engaged in selling goods, wares, or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade: And provided further, That nothing contained in sections 12, 13, 14-21, and 22-27 of this title shall prevent price changes from time to time where in response to changing conditions affecting the market for or the marketability of the goods concerned, such as but not limited to actual or imminent deterioration of perishable goods, obsolescence of seasonal goods, distress sales under court process, or sales in good faith in discontinuance of business in the goods concerned."

² "Upon proof being made, at any hearing on a complaint under this section, that there has been discrimination in price or services or facilities furnished, the burden of rebutting the prima-facie case thus made by showing justification shall be upon the person charged with a violation of this section, and unless justification shall be affirmatively shown, the Commission is authorized to issue an order terminating the discrimination: Provided, however, That nothing contained in sections 12, 13, 14-21, and 22-27 of this title shall prevent a seller rebutting the prima-facie case thus made by showing that his lower price or the furnishing of services or facilities to any purchaser or purchasers was made in good faith to meet an equally low price of a competitor, or the services or facilities furnished by a competitor."

³ It modified in some respects the provisional order to cease and desist.

The evidence is not in substantial conflict. As found by the examiner, the controlling facts which we deem material here are, in summary, as follows:

At all times relevant in this case, AB, a manufacturer of beers, including Budweiser, sold its beers on a nationwide basis, in competition with other brewers in commerce. AB and four other named breweries selling on a nationwide basis, sold and shipped into all states. They were known as national brewers and their products as national beers. There were throughout the country a number of beers having merely local or regional distribution.

There were many separate marketing areas for beer in the country. Each market had a distinct pattern of prices and the prices charged for the same beers varied among the different marketing areas. While it appears that there was no uniform or constant differential, in the great majority of markets Budweiser and the other national beers were sold at some price higher than the price charged for beers having merely regional or local distribution.

In 1953, a strike closed the plants of the other four national brewers and AB became the nation's leading producer. After the strike, the national brewers generally increased prices, though in varying amounts depending on locality. However, neither AB nor its three local or regional competitors in the St. Louis area⁴ increased their prices on sales in the St. Louis market.

On January 4, 1954 and June 21, 1954, AB reduced its prices on Budweiser beer in the St. Louis market to practically equal those charged for local and regional beers there. These reductions AB did not make elsewhere.

These price cuts, the Commission held, constituted a discrimination in price "as between purchasers differently located". The examiner found, and the Commission concurred, that these price "discriminations" had the effect of diverting substantial business to AB from its competitors in the 1522 St. Louis market; the effect of substantially lessening competition in the line of commerce in which AB and its local competitors "are engaged"; and the further effect of tending to create a monopoly and having the potentialities to continue to do so.

⁴ Falstaff, Griesedieck Western and Griesedieck Brothers.

We find it unnecessary to determine whether the evidence proved the effects to which the Commission alluded, or whether the evidence established AB's affirmative defense of good faith.

The Commission makes it clear that no complaint is made by it as to AB's regular practice of selling its beer at different prices in the different markets of the country. It says:

"We are concerned only with the lowering of the price in one area while maintaining prices in all other areas albeit the maintained prices might be different prices."

"* * * The proceeding was designed to stop a predatory pricing practice, a practice by which a national seller can disrupt any given market to the injury of its local competitors in that market."

"* * * The Commission found the price reductions confined to the St. Louis area to be price discriminations violative of Section 2(a) of the amended Clayton Act. Petitioner maintains there was no violation of law."

We are confronted here with the basic question of whether AB's price cuts in the St. Louis area, which, as contended by the Commission, disrupted that market to the injury of its local competitors in that market, were price discriminations within the proscription of section 2(a). Even if we assume that these cuts were directed at AB's local competitors, they were not discriminatory. AB did not thereby discriminate among its local competitors in the St. Louis area. By its cuts AB employed the same means of competition against all of them. Moreover, it did not discriminate among those who bought its beer in the St. Louis area; all could buy at the same prices. We have here, as far as the St. Louis area is concerned, a non-discriminatory pricing activity, as to which the affirmative defense of good faith becomes relevant only if the price cuts constituted a violation of section 2(a).

Actually the only discrimination claimed is said to result from AB's St. Louis price cuts when it failed to make 1523 similar cuts in other areas. But it is significant that the Commission is not seeking to protect AB's competitors in the other areas. In fact the Commission does not even say that they have been injured. In effect, the situation is that, while the cuts were discriminatory against AB's competitors only in other areas (about which there is no complaint by the Commission) and the effects on AB's local competitors in the St. Louis area were not discriminatory as among them.

the Commission argues that section 2(a) can be used "to stop a predatory pricing practice" in that area. However, it is not every price difference that amounts to a discrimination in price under the Act. Price discrimination means more than a mere difference in price. There must be some relationship between the different purchasers which entitles them to comparable treatment. Inasmuch as the Commission admits that the prices charged in the St. Louis area, on the one hand, and in other areas, on the other hand, were different and that this difference is not the subject of its complaint, it is clear that the mere fact of difference in price resulting from difference of markets, is not price discrimination under the Act. The Commission complains only about the lowering of the price in one area while the prices in all other areas are maintained, albeit the maintained prices might be different from those charged in the area where the lowering took place. But Representative Utterback, a manager of the conference bill which became section 2(a) (80 Cong. Rec. 9416), stated:

"In its meaning as simple English a discrimination is more than a mere difference. Underlying the meaning of the word is the idea that some relationship exists between the parties to the discrimination which entitles them to equal treatment, whereby the difference granted to one casts some burden or disadvantage upon the other. If the two are competing in the resale of the goods concerned, that relationship exists. Where, also, the price to one is so low as to involve a sacrifice of some part of the seller's necessary costs and profit as applied to that business, it leaves that deficit inevitably to be made up in higher prices to his other customers; and there, too, a relationship may exist upon which to base the charge of discrimination. But where no such relationship exists, where
 1524 the goods are sold in different markets and the conditions affecting those markets set different price levels for them, the sale to different customers at those different prices would not constitute a discrimination within the meaning of this bill."

Where two purchasers from a seller are competing with each other, that competition creates a relationship that entitles them to comparable treatment as to price, absent which there would be a discrimination in price within the meaning of section 2(a). On the other hand, in a case like this, where the purchasers from a seller are located in different areas of the

country and are not in competition with each other, there is generally no relationship which entitles them to be charged the same prices. This is particularly true when different prices in different markets are characteristic of all sellers in the industry. Thus, a retailer in Boston or San Francisco, in paying a higher price for beer than a retailer in St. Louis or Chicago, is in no way prejudiced or treated unfairly.

Moreover, if it were assumed that AB's price cuts in the St. Louis area were injurious to its customers in some other area and that the latter customers were given by section 2(a) a right to relief, we find no language in that section transferring that right to AB's competitors in the St. Louis area. It is a complete non sequitur to say that, because AB's acts gave its customers in another area a right to relief, its St. Louis market competitors became entitled to relief under section 2(a). Certainly congress has not said so in that section and we have no right to extend the section to benefit a group which lies beyond the purpose and scope of the language used.

Lacking a showing of discrimination within the St. Louis area, there is no relationship existing between AB's competitors in that area and either its competitors or its customers in other areas which justifies the Commission's conclusion that a discrimination has been shown in the St. Louis area which brings section 2(a) into play. In reality, the Commission is not complaining of a price discrimination between purchasers in different markets, but rather of a lowering in price in St. Louis, whether or not discriminatory. But section 2(a) says nothing about lowering prices in any market. Such a practice congress did meet head-on when, in 1936, it enacted section 3 of the Robinson-Patman Act, 15 U.S.C.A. 13a, which does not amend the Clayton Act, but stands on its own footing and carries its own sanctions. *Nashville Milk Co. v. Carnation Company*, 355 U.S. 373, affirming our decision, 238 F. 2d 86. As the Supreme Court said in that case at 377, in regard to section 3:

"* * * It prohibits three kinds of trade practices, (a) general price discriminations, (b) geographical price discriminations, and (c) selling 'at unreasonably low prices for the purpose of destroying competition or eliminating a competitor.' * * *

Although there is a partial overlap between the price discrimination clauses of section 3 of the Robinson-Patman Act and

those of section 2 of the Clayton Act, as amended by the first section of the Robinson-Patman Act, as stated by the Supreme Court in the Nashville Milk Co., *supra*, at 378, we do not find in section 2(a) the price discrimination proscription sought by the Commission in this case. On the other hand, section 3 of the Robinson-Patman Act, in the prohibitions [(b) and (c) pointed out by the Supreme Court, *supra*] has imposed severe sanctions on geographical price discriminations and selling at unreasonably low prices for the purpose of destroying competition or eliminating a competitor.

The fact that the Commission has not been given power by 15 U.S.C.A. 21 to enforce section 3, which is known as 15 U.S.C.A. 13a, does not justify an attempt by it to enlarge the scope of section 2(a) to include a matter lying expressly within the scope of section 3.

Neither by a charge in the complaint nor by the evidence has the Commission shown a violation by AB of section 2(a) of the Act. For the foregoing reasons, therefore, the cease and desist order issued by the Commission on September 10, 1957, is set aside.

ORDER SET ASIDE.

1527 In United States Court of Appeals for the
Seventh Circuit

No. 12284

ANHEUSER-BUSCH, INC., A MISSOURI CORPORATION, PETITIONER

v.

FEDERAL TRADE COMMISSION, RESPONDENT

PETITION TO REVIEW AND SET ASIDE ORDER AND DECISION OF THE
FEDERAL TRADE COMMISSION

Judgment

April 13, 1959

Before Hon. F. RYAN DUFFY, Chief Judge; Hon. ELMER J.
SCHNACKENBERG, Circuit Judge; Hon. WIN G. KNOCH,
Circuit Judge

This cause came on to be heard on the petition to review and set aside an order and decision of the Federal Trade Com-

mission, and the record from the Federal Trade Commission, and was argued by counsel.

On consideration whereof, it is ordered and adjudged by this Court that the cease and desist order issued by the Federal Trade Commission on September 10, 1957, be set aside, in accordance with the opinion of this Court filed this day.

1528 In United States Court of Appeals for the
Seventh Circuit

No. 12284

ANHEUSER-BUSCH, INC., A MISSOURI CORPORATION, PETITIONER
v.

FEDERAL TRADE COMMISSION, RESPONDENT

PETITION TO REVIEW AND SET ASIDE ORDER AND DECISION OF THE
FEDERAL TRADE COMMISSION

Order amending opinion

April 21, 1959

Before Hon. F. RYAN DUFFY, Chief Judge; Hon. ELMER J.
SCHNACKENBERG, Circuit Judge; Hon. WIN G. KNOCH,
Circuit Judge

On the court's motion, it is ordered that the opinion heretofore filed herein in this court, is amended by striking the following sentence where it appears on page 6 of the slip opinion:

"Where two purchasers from a seller are competing with each other, that competition creates a relationship that entitles them to comparable treatment as to price, absent which there would be a discrimination in price within the meaning of section 2(a)."

and by substituting in lieu thereof the following sentence:

"Where two purchasers from a seller are competing with each other, that competition creates a relationship that entitles them to comparable treatment as to price, without which treatment there would be a discrimination in price within the meaning of section 2(a)."

1529 [Clerk's certificate to foregoing transcript omitted in printing.]

1530 Supreme Court of the United States

Order extending time to file petition for writ of certiorari

July 9, 1959

Upon consideration of the application of counsel for petitioner(s),

It is ordered that the time for filing petition for writ of certiorari in the above-entitled cause be, and the same is hereby, extended to and including Sept. 10th, 1959.

TOM C. CLARK,
*Associate Justice of the Supreme
Court of the United States.*

Dated this 9th day of July 1959.

1531 Supreme Court of the United States

No. 389, October Term, 1959

FEDERAL TRADE COMMISSION, PETITIONER

v.

ANHEUSER-BUSCH, INC.

Order allowing certiorari

November 9, 1959

The petition herein for a writ of certiorari to the United States Court of Appeals for the Seventh Circuit is granted.

And it is further ordered that the duly certified copy of the transcript of the proceedings below which accompanied the petition shall be treated as though filed in response to such writ.

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Office-Supreme Court, U.S.

FILED

SEP 9 1959

JAMES R. BROWNING, Clerk

No. **389**

In the Supreme Court of the United States

OCTOBER TERM, 1959

FEDERAL TRADE COMMISSION, PETITIONER

v.

ANHEUSER-BUSCH, INC.

**PETITION FOR A WRIT OF CERTIORARI TO THE UNITED STATES
COURT OF APPEALS FOR THE SEVENTH CIRCUIT**

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In the Supreme Court of the United States

OCTOBER TERM, 1959

No. —

FEDERAL TRADE COMMISSION, PETITIONER

v.

ANHEUSER-BUSCH, INC.

PETITION FOR A WRIT OF CERTIORARI TO THE UNITED STATES
COURT OF APPEALS FOR THE SEVENTH CIRCUIT

The Solicitor General, on behalf of the Federal Trade Commission, prays that a writ of certiorari issue to review the judgment of the United States Court of Appeals for the Seventh Circuit, entered in the above cause on April 13, 1959, which set aside the Commission's cease and desist order.

OPINION BELOW

The opinion of the Court of Appeals (Appendix A, *infra*, pp. 14-22) is reported at 265 F. 2d 677.

JURISDICTION

The judgment of the Court of Appeals was entered on April 13, 1959 (Appendix B, *infra*, p. 23). The time for filing a petition for a writ of certiorari was extended by order of Mr. Justice Clark, dated July 9, 1959, to September 10, 1959. The jurisdiction of this Court is invoked under 28 U.S.C. 1254 (1).

QUESTION PRESENTED

Whether price-cutting in a particular locality by a nationwide seller who maintains higher prices in other localities, with consequent injury to competition in the locality in which the lower price is charged, constitutes a discrimination in price forbidden by Section 2(a) of the amended Clayton Act.

STATUTE INVOLVED

Section 2(a) of the Clayton Act, 38 Stat. 730, as amended by the Robinson-Patman Act, 49 Stat. 1526, 15 U.S.C. 13(a), provides in pertinent part:

That it shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities of like grade and quality, where either or any of the purchases involved in such discrimination are in commerce, where such commodities are sold for use, consumption, or resale within the United States or any Territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, and where the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination, or with customers of either of them: * * *.

STATEMENT

The Federal Trade Commission issued a complaint in 1955 charging respondent, which sells its beer on

a nationwide basis and was the country's leading seller in 1953 and 1954, with discrimination in price in violation of § 2(a) of the Clayton Act, by cutting the price of its beer in the St. Louis, Missouri, area while maintaining substantially higher prices in all other areas (App. 3-8).¹ The complaint charged that the large differential between the prices charged respondent's St. Louis customers and the prices charged its customers elsewhere had diverted, and was likely to divert, substantial business to respondent from its competitors in the St. Louis area; and that the effect of this price discrimination may be substantially to lessen competition or tend to create a monopoly in the sale of beer to St. Louis retailers, or to injure, destroy, or prevent competition with respondent (*id.* 8).

After the taking of evidence before a hearing examiner, he filed an "Initial Decision" which set forth his findings of fact, conclusions of law, and proposed cease and desist order (*id.* 16-46). The following facts found by the examiner are pertinent here:

Respondent is one of a small number of so-called "national" brewers whose beer is sold in significant volume in every state, and in nearly every market respondent's beer is sold at a premium price over "regional" beers (those sold in significant volume in a multistate area but not nationally) and "local" beers (those sold within a small mileage radius from the brewery) (*id.* 18-20).

Three regional beers compete with respondent in St. Louis (*id.* 25). In 1953 one of these competitors had

¹"App." refers to the Single Appendix In Lieu Of Separate Appendices filed in the Court of Appeals.

38.9% of this market, one had 29.4% and the third had 14.4%, while respondent ranked fourth with 12.5% (*id.* 26).

On October 1, 1953, respondent and the four national Milwaukee brewers increased their prices generally, the amount of the increase varying with the locality, after having entered into wage-increase contracts (*id.* 21-22).² Many local and regional brewers thereupon also raised their prices but respondent's three St. Louis competitors did not, and continued to sell to retailers in the St. Louis market at the price of \$2.35 per case (*id.* 22). Respondent's price in that market was \$2.93 per case, but on January 4, 1954, it cut its price to \$2.68 and on June 21, 1954, cut its price to \$2.35, which price remained in force until March 1, 1955, when respondent raised its price to \$2.80 per case (*id.* 23, 27). Shortly after this increase, the three competitors raised their per-case price in St. Louis from \$2.35 to \$2.50 (*id.* 27).

Respondent made the foregoing price reductions for two reasons: "to get business away from its competitors, and to punish them for refusing to increase prices when [respondent] did so in the fall of 1953" (*id.* 40). During the period of the second price cut, respondent, which had ranked fourth in the St. Louis market in 1953, "jumped into first place by a wide margin" (*id.* 28). During this period its percentage of total sales, on a monthly basis, ranged from a low of

² Respondent raised its prices in all markets except those in Missouri and Wisconsin (*id.* 929).

33.2% to a high of 39.3% (*id.* 28-29), as compared with its 12.5% share of this market in 1953 (*id.* 26).³

Respondent's price reductions discriminated against its customers in other states, diverted substantial business from respondent's competitors in the St. Louis market, substantially lessened competition in this market, and tended to create a monopoly therein (*id.* 36-37). Respondent's price reductions were not made in good faith to meet the equally low prices of competitors (*id.* 44).

On respondent's appeal from the examiner's decision, the Commission adopted his findings of fact and conclusions of law, and entered an order which directs respondent to cease and desist from discriminating in price between different purchasers of its beer "by a price reduction in any market where respondent is in competition with any other seller, unless it proportionally reduces its prices everywhere for the same quantity of beer" (*id.* 47-48). The Commission also filed an opinion setting forth the grounds for its adoption of the contested aspects of the examiner's decision (*id.* 49-61).⁴

On petition for review, the Court of Appeals noted that respondent sold at the same price, at any given

³ During this period one of its competitors, Griesedieck Western, which in 1953 had 38.9% of the St. Louis market, ranged from a monthly low of 21.3% of total sales to a high of 27.0% (*id.* 26, 30). During the same period another competitor, Griesedieck Bros., which had 14.4% of St. Louis sales in 1953, had during one month only 4.8% of total sales, and its maximum monthly percentage was 8.8% (*ibid.*).

⁴ Two of the five Commissioners did not participate in the decision (*id.* 48, 61).

time, to all its St. Louis customers and that its customers in other areas, who were concurrently charged higher prices, were not in competition with its St. Louis customers. The court held that in these circumstances the price cuts in St. Louis, even if "directed at" respondent's competitors in that market, did not constitute a price discrimination within the meaning of § 2(a) of the Clayton Act. The court said that the statute does not prohibit every difference in price, but applies only to price differentials where there is "some relationship between the different purchasers which entitles them to comparable treatment". In the court's view, the Commission in reality was complaining of "a lowering in price in St. Louis, whether or not discriminatory", and this practice Congress had dealt with, not in § 2(a) of the Clayton Act, but in § 3 of the Robinson-Patman Act, 15 U.S.C. 13a, a criminal prohibition which the Commission was given no power to enforce. See Appendix A, *infra*, pp. 19-22. The court's holding made it unnecessary for it to determine whether the evidence supported the Commission's findings as to the effect on competition of the St. Louis price cuts, or whether the evidence established respondent's affirmative defense, pursuant to § 2(b) of the Clayton Act, that the price cuts were made in good faith to meet the equally low prices of competitors (*id.*, *infra*, p. 18).

REASONS FOR GRANTING THE WRIT

This case presents the issue of whether a nationwide seller who cuts prices in one market, while maintaining higher prices in all other markets, vio

lates § 2(a) of the Clayton Act only if his customers outside the area of the price cut are in competition with his customers within that area and are thereby injured by the lower prices granted the latter. The court below, by deeming the section limited to price discriminations which may adversely affect competition among the seller's customers, excluded from the statutory prohibition territorial price discrimination injurious to competition with the seller on the part of those engaged in vending the same product or commodity to the same class of purchasers. Thus the statute, as interpreted by the court below, permits a large concern to make price raids in particular localities, thereby imperiling the trade of its relatively small local rivals. This interpretation largely nullifies the Clayton Act in its application to territorial price discrimination. It is, we submit, contrary to the language of the statute, its legislative history, and the uniform construction of it by courts of appeals and this Court.

(1) Section 2(a) makes it unlawful to discriminate in price between different purchasers "where the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination, or with customers or either of them." The section thus bans discrimination which may adversely affect *either* competition with the seller *or* competition with his customers. But the court below, in

violation of the clear meaning of the section, confined its prohibition to discriminations which adversely affect competition between customers of the seller.

(2) Legislative history confirms the view that the section prohibits territorial price discrimination whereby a seller's competitors in a particular market or locality may be weakened or destroyed. One of the major purposes of Congress when § 2 was originally enacted was to prohibit such conduct. The House Judiciary Committee report on the bill which became the Clayton Act stated (H. Rep. 627, 63d Cong., 2d Sess., pp. 8-9):⁵

It [Section 2] is expressly designed with the view of correcting and forbidding a common and widespread unfair trade practice whereby certain great corporations * * * have heretofore endeavored to destroy competition and render unprofitable the business of competitors by selling their goods, wares, and merchandise at a less price in the particular communities

⁵ In the bill as reported by the House Committee, § 2 made it unlawful to "discriminate in price between different purchasers of commodities *in the same or different sections or communities*" (H. Rep. 627, *supra*, p. 1). The italicized phrase was later dropped, but without any purpose to change the section's meaning. The Senate Judiciary Committee in reporting, with amendments, the bill passed by the House, explained omission of the phrase as follows (S. Rep. 698, 63d Cong., 2d Sess., p. 43):

"The words 'in the same or different sections or communities,' in the first part of this section, are stricken out because they are either surplusage, when applied to 'commerce,' as defined in the bill; or if they are used in a more restricted sense, in a sense which would apply them to local transactions merely, they would attempt to regulate intrastate commerce and be therefore void."

where their rivals are engaged in business than at other places throughout the country. * * * Such a system or practice is so manifestly unfair and unjust, not only to competitors who are directly injured thereby but to the general public, that your committee is strongly of the opinion that the present antitrust laws ought to be supplemented by making this particular form of discrimination a specific offense under the law when practiced by those engaged in commerce.

The underlying purpose did not change when § 2 was amended by the Robinson-Patman Act. Congress intended the amendments to the section to expand its prohibitions, without impairing existing prohibitions. See *infra*, p. 12; H. Rep. 2287, 74th Cong., 2d Sess., p. 8; S. Rep. 1502, 74th Cong., 2d Sess., p. 4.

The court below regarded as determinative certain language used by Representative Utterback, the House manager of the conference bill, namely, that the word discrimination implies "some relationship" between the parties to the discrimination which "entitles them to equal treatment," as when they compete in resale of the goods concerned; but "where no such relationship exists, where the goods are sold in different markets and the conditions affecting those markets set different price levels for them, the sale to different customers at those different prices would not constitute a discrimination within the meaning of this bill." See Appendix A, *infra*, pp. 19-20.

This exposition dealt with, and obviously related solely to, discriminations productive of injury to com-

petition between the seller's favored and disfavored customers. Shortly after the statements upon which the court below relied, Congressman Utterback explicitly declared that § 2 as amended would prohibit territorial price discriminations injurious to competition with the seller. He explained that previously § 2 required "a showing of effect upon competitive conditions generally in the line of commerce and market territory concerned, as distinguished from the effect of the discrimination upon immediate competition with the grantor or grantee" (80 Cong. Rec. 9417). He then said (*ibid.*):

The difference may be illustrated where a non-resident concern opens a new branch beside a local concern, and with the use of discriminatory prices destroys and replaces the local concern as the competitor in the local field. Competition in the local field generally has not been lessened, since one competitor has been replaced by another; but competition with the grantor of the discrimination has been destroyed. The present bill is, therefore, less rigorous in its provisions as to the effect required to be shown in order to bring a given discrimination within its prohibitions.

(3) Three other circuits have held that § 2 prohibits a lowering of the seller's price in a particular locality where the effect may be to injure or destroy his local competitors. *Porto Rican American Tobacco Co. v. American Tobacco Co.*, 30 F. 2d 234 (C.A. 2), certiorari denied, 279 U.S. 858;⁶ *E. B. Muller & Co. v.*

⁶This case arose under § 2 prior to its amendment by the Robinson-Patman Act.

FTC, 142 F. 2d 511 (C.A. 6); *Maryland Baking Co. v. FTC*, 243 F. 2d 716 (C.A. 4). In *Porto Rican* and *Maryland Baking* there was no showing that the seller's customers in the price-cutting area competed with its customers elsewhere. In *Muller* the court said that the record showed discrimination between "competing customers" but the effect on competition of the territorial price discrimination was discussed solely in terms of its effect on a competitor of the seller. 142 F. 2d at 518.

In *Moore v. Mead's Fine Bread Co.*, 348 U.S. 115, this Court sustained a judgment for the plaintiff in a treble damage action based on both § 2(a) of the Clayton Act and § 3 of the Robinson-Patman Act where the facts showed that a bakery engaged in selling bread in various places in New Mexico and Texas cut its prices in half in one town (Clovis, N. Mex.) while making no cut in prices elsewhere, with the result that a rival Clovis bakery was forced out of business. This Court's opinion made no reference to existence of competition between the seller's Clovis customers and its customers in other areas. The Court nevertheless said that it regarded it as clear that both the Clayton Act and Robinson-Patman Act outlawed "the price cutting employed by respondent" (348 U.S. at 120).⁷

(4) In the instant case, the court below appears to have been of the opinion that the Commission's order could not stand because the lowering of prices in a

⁷ We recognize that the issue primarily raised and decided was whether the statutory provisions found to have been violated apply to wholly intrastate sales of a company engaged in an interstate business.

particular market was a practice which Congress "did meet head-on" in § 3 of the Robinson-Patman Act, Appendix A, *infra*, p. 21. But it is clear from *Nashville Milk Co. v. Carnation Co.*, 355 U.S. 373, that the fact that there is "a partial overlap between the price-discrimination clauses" of § 3 of the Robinson-Patman Act and those of § 2 of the Clayton Act, as amended, does not delimit the latter section. 355 U.S. at 378. This Court referred to "*the independent force of the Clayton Act*," in its application to price discriminations "common to" both § 2 of the Clayton Act and § 3 of the Robinson-Patman Act. *Id.* at 380.* It also quoted part of the conference report on the bill which became the Robinson-Patman Act, including statements that the prohibition of § 3 of that Act "are in no way inconsistent with the provisions of the Clayton Act amendment," and that "Section 3 [of the Robinson-Patman Act] authorizes nothing which that amendment prohibits, and takes nothing from it." *Id.* at 381.

(5) We urge that this Court grant review because the decision below is inconsistent with applicable decisions of courts of appeals of other circuits and of

* The point is given added emphasis by this Court's disposition of the companion case of *Safeway Stores v. Vance*, 355 U.S. 389. The complaint alleged "sales 'at unreasonably low prices'" and "territorial discrimination in prices" (see *Vance v. Safeway Stores*, 239 F. 2d 144, 145 (C.A. 10)) in violation of § 3 of the Robinson-Patman Act and sought treble damages for the alleged competitive injury. Although this Court dismissed the charge of sales at unreasonably low prices (on the ground that the only statutory remedy is a criminal proceeding), it remanded the case for trial on the charge of unlawful price discrimination.

this Court, and because the interpretation the court below placed on § 2(a) presents a question of statutory construction of general public importance. Although certain issues raised in the court below but not there determined, including the possible undue breadth of the Commission's order,⁹ may be close and difficult, we submit that this is not a ground for denial of certiorari.

CONCLUSION

The petition for a writ of certiorari should be granted.

Respectfully submitted.

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Federal Trade Commission.

SEPTEMBER 1959.

⁹The question whether a violation was charged and proved is, of course, discrete from the question whether the present order has infirmities. If, for example, it should ultimately be concluded that the order must be refashioned, the proper course would be a remand to the Commission, not nullification of the entire proceeding.

APPENDIX A

In the United States Court of Appeals for the
Seventh Circuit

SEPTEMBER TERM, 1958. APRIL SESSION, 1959

No. 12284

ANHEUSER-BUSCH, INC., A MISSOURI CORPORATION
PETITIONER

v.

FEDERAL TRADE COMMISSION, RESPONDENT

PETITION TO REVIEW AND SET ASIDE ORDER AND DECISION
OF THE FEDERAL TRADE COMMISSION

April 13, 1959

Before DUFFY, *Chief Judge*, and SCHNACKENBERG and
KNOCH, *Circuit Judges*

SCHNACKENBERG, *Circuit Judge*. By its petition, Anheuser-Busch, Inc., a Missouri corporation, herein referred to as AB, asks us to review and set aside a cease and desist order issued on September 10, 1957 by the Federal Trade Commission, based upon a complaint charging AB with a violation of section 2(a) of the Clayton Act as amended by the Robinson-Patman Act.¹ 15 U.S.C.A. § 13(a).

In its brief, the Commission states that AB was charged in the complaint with territorial price dis-

¹ "It shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of com-

crimination. The complaint alleged two price reductions on its beer products made by AB to retailers in the St. Louis, Missouri area during 1954, resulting in

modities of like grade and quality, where either or any of the purchases involved in such discrimination are in commerce, where such commodities are sold for use, consumption, or resale within the United States or any Territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, and where the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination, or with customers of either of them: *Provided*, That nothing contained in sections 12, 13, 14-21 and 22-27 of this title shall prevent differentials which make only due allowance for differences in the cost of manufacture, sale, or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered: *Provided, however*, That the Federal Trade Commission may, after due investigation and hearing to all interested parties, fix and establish quantity limits, and revise the same as it finds necessary, as to particular commodities or classes of commodities, where it finds that available purchasers in greater quantities are so few as to render differentials on account thereof unjustly discriminatory or promotive of monopoly in any line of commerce; and the foregoing shall then not be construed to permit differentials based on differences in quantities greater than those so fixed and established: *And provided further*, That nothing contained in sections 12, 13, 14-21, and 22-27 of this title shall prevent persons engaged in selling goods, wares, or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade: *And provided further*, That nothing contained in sections 12, 13, 14-21, and 22-27 of this title shall prevent price changes from time to time where in response to changing conditions affecting the market for or the marketability of the goods concerned, such as but not limited to actual or imminent deterioration of perishable goods, obsolescence of seasonal goods, distress sales under court process, or sales in good faith in discontinuance of business in the goods concerned."

substantially lower prices to its customers there than to its customers located elsewhere in the United States. AB's answer consisted in part of a denial and contained an affirmative defense that the reductions were made in good faith to meet the equally low prices of competitors. See section 2(b) of the Clayton Act amended as aforesaid, 15 U.S.C.A. § 13(b).²

Following hearings before an examiner, he entered an initial decision, in which he made findings of fact and concluded that AB had violated section 2(a) as charged, and entered a provisional order. The Commission issued its final order now before us, adopting the findings and conclusions of the examiner,³ and filed its opinion.

The evidence is not in substantial conflict. As found by the examiner, the controlling facts which we deem material here are, in summary, as follows:

At all times relevant in this case, AB, a manufacturer of beers, including Budweiser, sold its beers on a nation-wide basis, in competition with other brewers in commerce. AB and four other named breweries selling on a nation-wide basis, sold and shipped into

² "Upon proof being made, at any hearing on a complaint under this section, that there has been discrimination in price or services or facilities furnished, the burden of rebutting the prima-facie case thus made by showing justification shall be upon the person charged with a violation of this section, and unless justification shall be affirmatively shown, the Commission is authorized to issue an order terminating the discrimination: *Provided, however,* That nothing contained in sections 12, 13, 14-21, and 22-27 of this title shall prevent a seller rebutting the prima-facie case thus made by showing that his lower price or the furnishing of services or facilities to any purchaser or purchasers was made in good faith to meet an equally low price of a competitor, or the services or facilities furnished by a competitor."

³ It modified in some respects the provisional order to cease and desist.

all states. They were known as national brewers and their products as national beers. There were throughout the country a number of beers having merely local or regional distribution.

There were many separate marketing areas for beer in the country. Each market had a distinct pattern of prices and the prices charged for the same beers varied among the different marketing areas. While it appears that there was no uniform or constant differential, in the great majority of markets Budweiser and the other national beers were sold at some price higher than the price charged for beers having merely regional or local distribution.

In 1953, a strike closed the plants of the other four national brewers and AB became the nation's leading producer. After the strike, the national brewers generally increased prices, though in varying amounts depending on locality. However, neither AB nor its three local or regional competitors in the St. Louis area⁴ increased their prices on sales in the St. Louis market.

On January 4, 1954 and June 21, 1954, AB reduced its prices on Budweiser beer in the St. Louis market to practically equal those charged for local and regional beers there. These reductions AB did not make elsewhere.

These price cuts, the Commission held, constituted a discrimination in price "as between purchasers differently located". The examiner found, and the Commission concurred, that these price "discriminations" had the effect of diverting substantial business to AB from its competitors in the St. Louis market; the effect of substantially lessening competition in the line of commerce in which AB and its local competitors "are engaged"; and the further effect of tending

⁴Falstaff, Griesedieck Western and Griesedieck Brothers.

to create a monopoly and having the potentialities to continue to do so.

We find it unnecessary to determine whether the evidence proved the effects to which the Commission alluded, or whether the evidence established AB's affirmative defense of good faith.

The Commission makes it clear that no complaint is made by it as to AB's regular practice of selling its beer at different prices in the different markets of the country. It says:

We are concerned only with the lowering of the price in one area while maintaining prices in all other areas albeit the maintained prices might be different prices.

* * * The proceeding was designed to stop a predatory pricing practice, a practice by which a national seller can disrupt any given market to the injury of its local competitors in that market.

* * * The Commission found the price reductions confined to the St. Louis area to be price discriminations violative of Section 2(a) of the amended Clayton Act. Petitioner maintains there was no violation of law.

We are confronted here with the basic question of whether AB's price cuts in the St. Louis area, which, as contended by the Commission, disrupted that market to the injury of its local competitors in *that* market, were price discriminations within the proscription of section 2(a). Even if we assume that these cuts were directed at AB's local competitors, they were not *discriminatory*. AB did not thereby *discriminate* among its local competitors in the St. Louis area. By its cuts AB employed the same means of competition against all of them. Moreover, it did not discriminate among those who *bought* its beer in the St. Louis area; all could buy at the same prices. We have

here, as far as the St. Louis area is concerned, a non-discriminatory pricing activity, as to which the affirmative defense of good faith becomes relevant only if the price cuts constituted a violation of section 2(a).

Actually the only discrimination claimed is said to result from AB's St. Louis price cuts when it failed to make similar cuts in other areas. But it is significant that the Commission is not seeking to protect AB's competitors in the other areas. In fact the Commission does not even say that they have been injured. In effect, the situation is that, while the cuts were discriminatory against AB's competitors only in other areas (about which there is no complaint by the Commission) and the effects on AB's local competitors in the St. Louis area were not discriminatory as among them, the Commission argues that section 2(a) can be used "to stop a predatory pricing practice" in that area. However, it is not every price difference that amounts to a discrimination in price under the Act. Price discrimination means more than a mere difference in price. There must be some relationship between the different purchasers which entitles them to comparable treatment. Inasmuch as the Commission admits that the prices charged in the St. Louis area, on the one hand, and in other areas, on the other hand, were different and that this difference is not the subject of its complaint, it is clear that the mere fact of difference in price resulting from difference of markets, is not price discrimination under the Act. The Commission complains only about the lowering of the price in one area while the prices in all other areas are maintained, albeit the maintained prices might be different from those charged in the area where the lowering took place. But Representative Utterback, a manager of

the conference bill which became section 2(a) (80 Cong. Rec. 9416), stated:

In its meaning as simple English a discrimination is more than a mere difference. Underlying the meaning of the word is the idea that some relationship exists between the parties to the discrimination which entitles them to equal treatment, whereby the difference granted to one casts some burden or disadvantage upon the other. If the two are competing in the resale of the goods concerned, that relationship exists. Where, also, the price to one is so low as to involve a sacrifice of some part of the seller's necessary costs and profit as applied to that business, it leaves that deficit inevitably to be made up in higher prices to his other customers; and there, too, a relationship may exist upon which to base the charge of discrimination. But where no such relationship exists, where the goods are sold in different markets and the conditions affecting those markets set different price levels for them, the sale to different customers at those different prices would not constitute a discrimination within the meaning of this bill.

Where two purchasers from a seller are competing with each other, that competition creates a relationship that entitles them to comparable treatment as to price, without which treatment there would be a discrimination in price within the meaning of section 2(a). On the other hand, in a case like this, where the purchasers from a seller are located in different areas of the country and are not in competition with each other, there is generally no relationship which entitles them to be charged the same prices. This is particularly true when different prices in different markets are characteristic of all sellers in the industry. Thus, a retailer in Boston or San Francisco, in paying

a higher price for beer than a retailer in St. Louis or Chicago, is in no way prejudiced or treated unfairly.

Moreover, if it were assumed that AB's price cuts in the St. Louis area were injurious to its customers in some other area and that the latter customers were given by section 2(a) a right to relief, we find no language in that section transferring that right to AB's *competitors* in the St. Louis area. It is a complete *non sequitur* to say that, because AB's acts gave its *customers* in *another* area a right to relief, its *St. Louis market competitors* became entitled to relief under section 2(a). Certainly congress has not said so in that section and we have no right to extend the section to benefit a group which lies beyond the purpose and scope of the language used.

Lacking a showing of discrimination within the St. Louis area, there is no relationship existing between AB's competitors in that area and either its competitors or its customers in other areas which justifies the Commission's conclusion that a discrimination has been shown in the St. Louis area which brings section 2(a) into play. In reality, the Commission is not complaining of a price discrimination between purchasers in different markets, but rather of a lowering in price in St. Louis, whether or not discriminatory. But section 2(a) says nothing about lowering prices in any market. Such a practice congress did meet head-on when, in 1936, it enacted section 3 of the Robinson-Patman Act, 15 U.S.C.A. 13 a, which does not amend the Clayton Act, but stands on its own footing and carries its own sanctions. *Nashville Milk Co. v. Carnation Company*, 355 U.S. 373, affirming our decision, 238 F. 2d 86. As the Supreme Court said in that case at 377, in regard to section 3:

* * * It prohibits three kinds of trade practices, (a) general price discriminations, (b)

geographical price discriminations, and (c) selling "at unreasonably low prices for the purpose of destroying competition or eliminating a competitor." * * *

Although there is a partial overlap between the price discrimination clauses of section 3 of the Robinson-Patman Act and those of section 2 of the Clayton Act, as amended by the first section of the Robinson-Patman Act, as stated by the Supreme Court in the *Nashville Milk Co., supra*, at 378, we do not find in section 2(a) the price discrimination proscription sought by the Commission in this case. On the other hand, section 3 of the Robinson-Patman Act, in the prohibitions [(b) and (c) pointed out by the Supreme Court, *supra*] has imposed severe sanctions on geographical price discriminations and selling at unreasonably low prices for the purpose of destroying competition or eliminating a competitor.

The fact that the Commission has not been given power by 15 U.S.C.A. 21 to enforce section 3, which is known as 15 U.S.C.A. 13a, does not justify an attempt by it to enlarge the scope of section 2(a) to include a matter lying expressly within the scope of section 3.

Neither by a charge in the complaint nor by the evidence has the Commission shown a violation by AB of section 2(a) of the Act. For the foregoing reasons, therefore, the cease and desist order issued by the Commission on September 10, 1957, is set aside.

ORDER SET ASIDE.

A true Copy:

Teste:

*Clerk of the United States Court of
 Appeals for the Seventh Circuit.*

APPENDIX B

United States Court of Appeals for the
Seventh Circuit

CHICAGO 10, ILLINOIS
Monday, April 13, 1959

No. 12284

ANHEUSER-BUSCH, INC., A MISSOURI CORPORATION,
PETITIONER

v.

FEDERAL TRADE COMMISSION, RESPONDENT

PETITION TO REVIEW AND SET ASIDE ORDER AND DECISION
OF THE FEDERAL TRADE COMMISSION

Before Hon. F. RYAN DUFFY, *Chief Judge*; Hon.
ELMER J. SCHNACKENBERG, *Circuit Judge*; Hon.
WIN G. KNOCH, *Circuit Judge*

This cause came on to be heard on the petition to review and set aside an order and decision of the Federal Trade Commission, and the record from the Federal Trade Commission, and was argued by counsel.

On consideration whereof, it is ordered and adjudged by this Court that the cease and desist order issued by the Federal Trade Commission on September 10, 1957, be set aside, in accordance with the opinion of this Court filed this day.

A true copy:

Teste:

(Signed by) KENNETH J. CARRICK,
*Clerk of the United States Court of
Appeals for the Seventh Circuit.*